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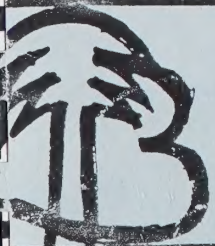
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SEACOAST DISTRICT SPECIFIC PLAN

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**City of
IMPERIAL BEACH, CALIFORNIA**

**SEACOAST
DISTRICT
SPECIFIC PLAN**



City of
IMPERIAL BEACH, CALIFORNIA



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**IMPERIAL BEACH
SEACOAST DISTRICT SPECIFIC PLAN**

CITY OF IMPERIAL BEACH/DECEMBER 1984

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IMPERIAL BEACH PLANNING DEPARTMENT

James D. Sandoval, Planning and Community Development Director
Steven G. Ray, Assistant Planner
Thomas Silva, Assistant Planner
Thomas Curriden, Planning Technician
Hans Palmer, Planning Intern
Margaret Mally, Planning Secretary

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CAMPBELL, CAMPBELL & ASSOCIATES
CRITERION INC.
GRAVES ENGINEERING
THE GOODKIN GROUP
ROB QUIGLEY, AIA
LAWRENCE WILLIAMS

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I. INTRODUCTION

A. Application of the Specific Plan Concept

A Specific Plan and its function may be described by comparison with the General Plan. The General Plan expresses in very broad terms the City's planning of its future environment, generally on a long-term basis. The Specific Plan on the other hand is a device used to implement the General Plan by focusing on a particular parcel or parcels. The Specific Plan sets standards against which development proposals can be judged. The Specific Plan is more detailed and is often shorter term than a General Plan.

The intent and purpose of the Imperial Beach Seacoast District Specific Plan to guide the orderly development of a specific area within the City. The concepts, regulations and conditions set forth in the Imperial Beach Specific Plan provide for the development of the site as a coordinated project involving a mixture of tourist commercial, residential, hotel and recreational open space uses. The Specific Plan supercedes the Zoning Ordinance in instances of differing development and use regulations. Otherwise, it is complemented by the regulations of the Zoning Ordinance.

The Imperial Beach Seacoast District Specific Plan is developed in accord with the requirements of the State Government Code (Sections 65450 through 65507) for Specific Plans and addresses all of the issues and topics specified in that Code.

B. Location and Boundaries of the Imperial Beach Beachfront Specific Plan Area

The Imperial Beach Seacoast District Specific Plan encompasses an area of approximately 33 acres, located on the westerly boundary of the City of Imperial Beach (see Vicinity Map, Figure 1). The project site is generally bounded on the west by the Pacific Ocean, north by Palm Avenue, south by Imperial Beach Boulevard and extends 300 feet east of the easterly boundary of Seacoast Drive (see Project Boundary Map, Figure 2). *Palm Avenue and Imperial Beach link the area to the region and Interstate 5, located approximately 2 miles to the east. Palm Avenue also links with Highway 75 which provides access to Coronado to the north via the Silver Strand peninsula.

The Specific Plan area is situated in a unique regional location at the coastal edge of the most southwesterly city in the continental United States (See Figure 3). The planning area is located approximately 3 miles north of the international border and approximately 15 miles south of downtown San Diego, with easy access to air, rail and freeway transportation, and tourist attractions, business centers and educational centers of international significance. Although close to major activities, the area is relatively secluded since it is at the corner and landward edge of the metropolitan area, state and nation. Long distance views across the ocean to the Coronado Islands of Mexico, across the Tijuana River Estuary to Mexico and across the San Diego Bay to downtown San Diego accentuate the perception of the edge.

*Project design solutions suggest additional area to the north and south at the beachfront.



Figure 1. VICINITY MAP

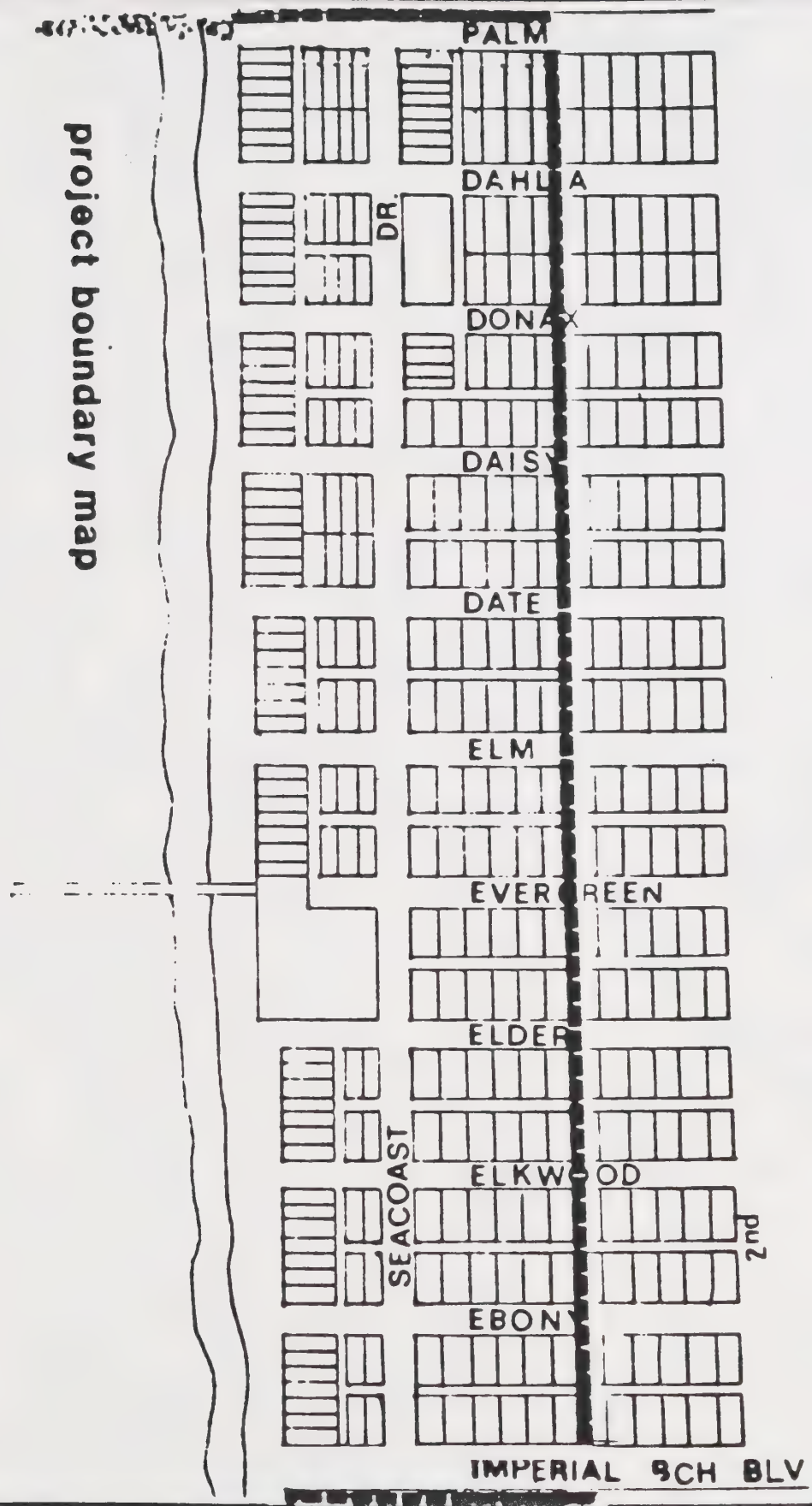


Figure 2. PROJECT BOUNDARY



Figure 3 . REGIONAL LOCATION

C. Existing Characteristics of the Seacoast District

1. Site Vicinity

The Seacoast District is located at the western edge of Imperial Beach, about 3/4 mile from the major community facilities, i.e. City Hall, community shopping centers and banking facilities. A wide, sandy beach and ocean surf provides recreational amenities along the entire western boundary of the area. The municipal pier is located roughly in the center. Residential development consisting of scattered single-family units, apartments and condominiums is located directly adjacent to the east, to the north beyond Palm Avenue, and to the south beyond Imperial Beach Boulevard. Scattered commercial uses and parking lots are located along Palm Avenue. The Tijuana River Estuarine Sanctuary provides habitat for wildlife, including rare and endangered species, as well as visual open space and a scenic resource to the south/southeast of the Seacoast District.

The Seacoast District is bisected by Seacoast Drive which serves as the only north-south street in the project area and the only north-south right-of-way other than the sandy beach. The District is also divided by 9 east-west streets between Palm Avenue and Imperial Beach Boulevard. The east-west street connect the District visually and functionally to the residential area to the east.

The topography of the area is flat to slightly undulating. Ocean views are provided along east-west streets approaching the project area. Street level views are lost within the project area, however, since the area east of Seacoast Drive is at a lower elevation than the crest of low sand dunes to the west of Seacoast Drive.

2. General Plan

The General Plan/Local Coastal Plan designates the Seacoast District for tourist commercial development with mixed commercial/high density residential development (see figure 4). The surrounding developed areas are also designated for high density residential development with commercial development along Palm Avenue. Besides the emphasis for tourist commercial development, the Plan provides different standards for the Seacoast District and surrounding area with regard to height. The General Plan also requires a Specific Plan to be prepared for the Seacoast District. A discussion of consistency with plan policies is provided in Section VII of this document.

3. Environmental Hazards/Constraints

The Seacoast District is affected by beachfront erosion problems, ocean water quality problems due to Mexican sewage, and localized flooding during winter storms. The Municipal Pier

was damaged and partly destroyed by storms in 1982. The problems are being addressed by a proposed submerged reef to be constructed by the U.S. Army Corps of Engineers, and international efforts to contain sewage from Tijuana. Public improvements to address localized flooding area also a part of this Specific Plan. The lack of solutions in the past can be considered partly responsible for the existing character of development in the area. (See Draft Environmental Impact Report prepared by Graves Engineering for a more complete discussion.)

4. Development Character

The Seacoast District, generally extends ten short blocks from north to south along a half mile of beachfront. The area has been developed with generally small scale, one and two story, and few three story structures: single family residences, apartment buildings and condominiums, commercial uses and motels.

Multiple family and single family uses are scattered throughout the area and comprise over half of developable land (not counting streets). Commercial uses and motels are located along Seacoast Drive and Palm Avenue and, with related parking, comprise less than one-fifth of developable property. Vacant parcels area scattered throughout the project area and comprise over one-fourth (27%) of developable land, including the City parking lot at the pier (1.2 acre or 6% of developable property in the area). See land use inventory, Figure 5 and Table 1.

Large scale development is difficult in the area due to the large number of property ownerships (see Property Ownership Map. figure 6). As a result, development of 2, 3 or more combined lots can greatly contrast with other existing or new development. 250 parcels are located in the area, principally with 25' - 50' width and 95' - 110' depth.

Except for recently constructed residential condominium projects, the area is typified by 1940's and 1950's construction and is maintained in varying degrees of quality. No recent commercial construction has occurred and the image of the area as well as its location have not been conducive to commercial development. However, its location at the beach and natural environmental amenities offer great potential for tourist commercial development.

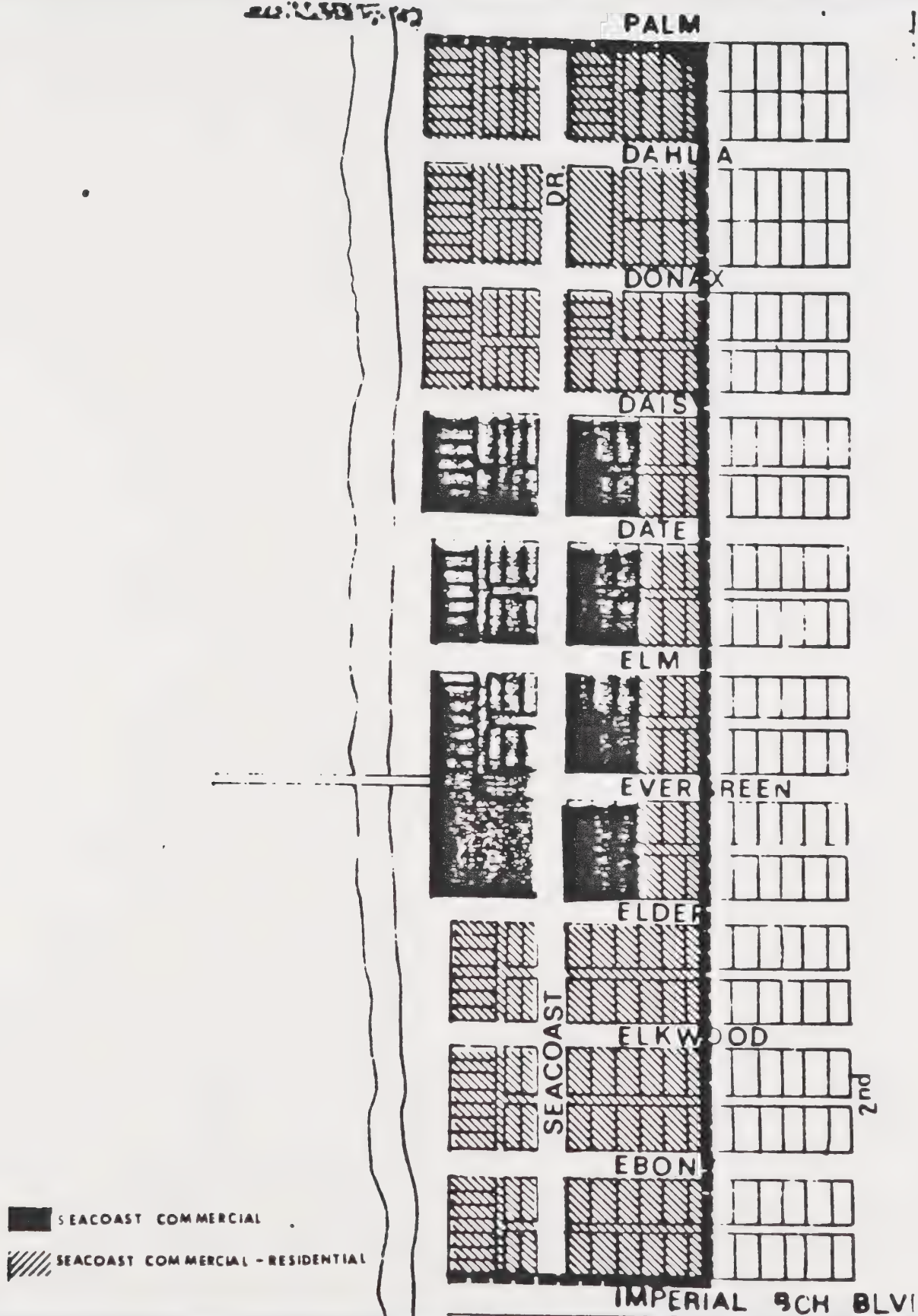


Figure 4. GENERAL PLAN

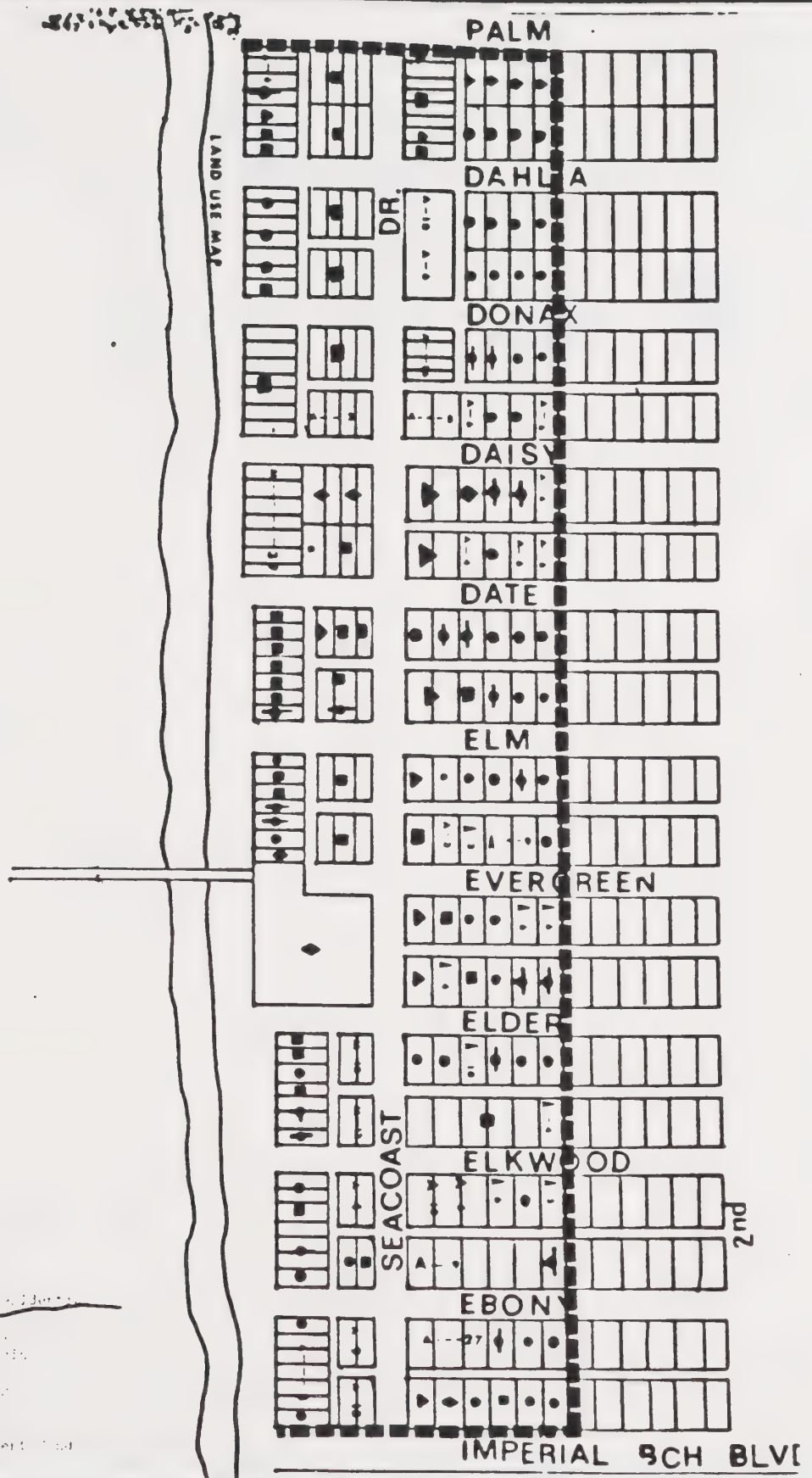


Figure 5. EXISTING LAND USE

TABLE 1
LAND USE INVENTORY

<u>LAND USE</u>	<u># PARCELS</u>	<u># BLDGS</u>	<u>ACRES*</u>	<u>TOTAL UNITS</u>
S.F. Residential	59	53	5.4	53
Duplex	14	13	1.0	26
Triplex	10	11	.8	33
Apartment	54	28	4.8	219
<hr/>				
<u>Residential Subtotals:</u>	137	105	12.0	331
Commercial	19	14	1.6	--
Comm. Parking & Garages	12	2	1.1	--
Motel	11	3	1.2	63
<hr/>				
<u>Commercial Subtotals:</u>	42	19	3.9	63
Municipal Parking Lot	2	--	1.2	--
Vacant	69	--	4.6**	--
Streets	--	--	11.8	
<hr/>				
<u>Miscellaneous Subtotals:</u>	71	--	17.6	--
<hr/>				
TOTALS:	250	124	33.5	394

*Areas are approximate calculations.

**Approximately 14% of the area is vacant, 21% when subtracting streets, and 27% when subtracting both streets and the municipal parking lot.

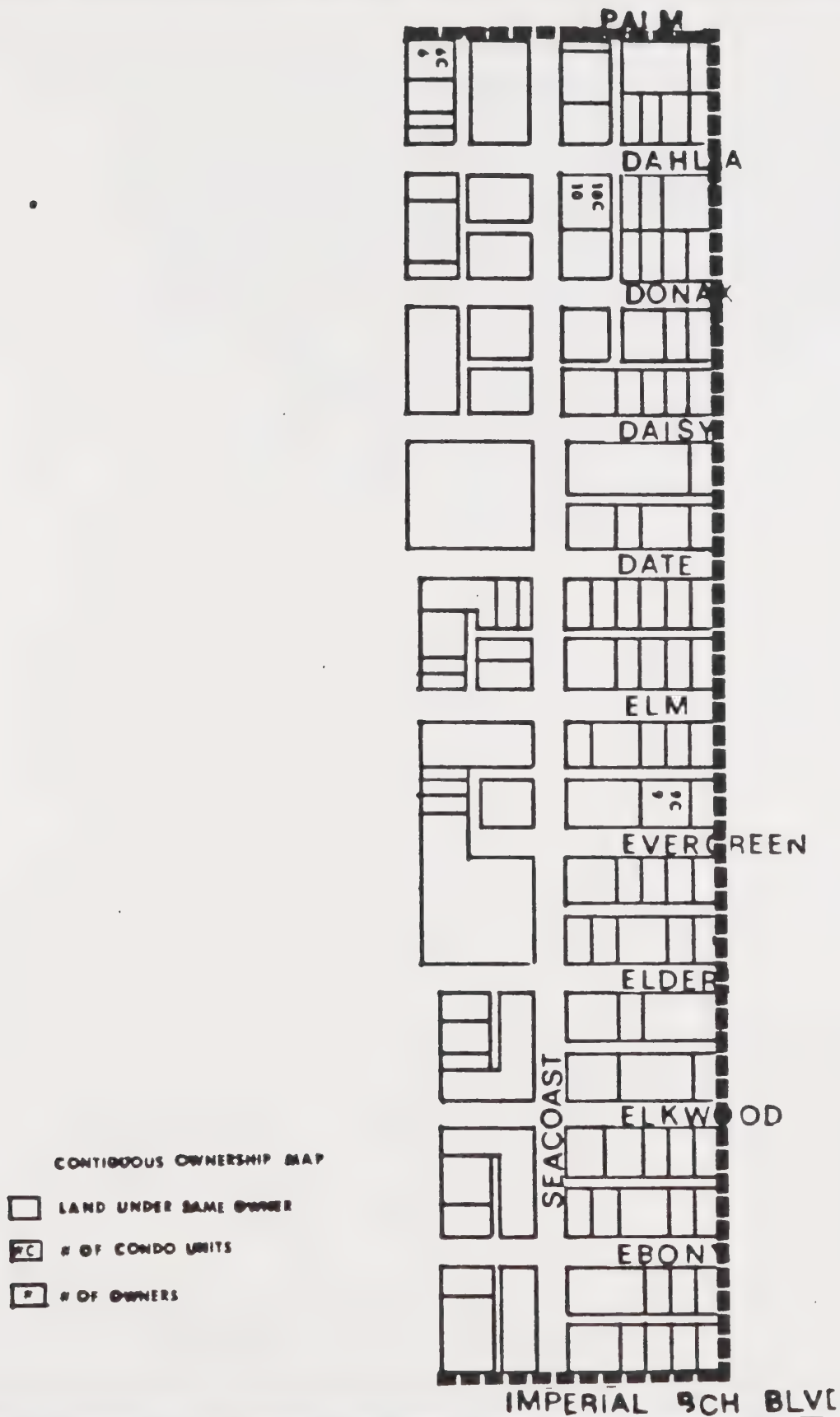


Figure 6. PROPERTY OWNERSHIP

5. Anticipated Growth in the Area and Region

The potential for development in the Seacoast District related and in Imperial Beach is related to future growth in the area. Of significance is the growing importance of tourism in the San Diego Region, expected to bypass the military as the number 1 industry; and expected population growth in the South Bay subregion which will strongly rely on the beachfront of Imperial Beach since it is the most accessible beach to the region. Population growth in the area can be expected to result in increased demand for housing near the beach as well as recreational commercial activity. Perhaps the strongest factors with regard to the Seacoast District Specific Plan is the lack of available sites and increasing demand for beachfront visitor accommodations on the Southern California coast, along with market pressure for increased residential intensity on underdeveloped and vacant parcels in beach areas.

D. Project History

The Specific Plan for the Seacoast District is a result of a multi-disciplinary approach to the design and planning of the area. It has been produced with contributions from economic (fiscal and market) analysts, urban planners, architects, landscape architects, hotel developers, traffic consultants and various environmental specialists. The goals and objectives of the planning effort were based on input solicited from every interested group and individual in the community.

The present Beachfront Development Planning effort was begun in May of 1982 in an initial meeting between the California State Coastal Conservancy and the City of Imperial Beach. The City of Imperial Beach in May of 1982 in a City Council Resolution formally requested aid from the California State Coastal Conservancy to develop the beachfront area.

City staff has been working with the Coastal Conservancy and with several consulting firms and individual experts of various specializations, experts in their specialized area. The entire planning process has been guided closely and helped tremendously by the Beachfront Task Force, a Committee made up of 15 individuals who have devoted countless hours in an effort to ensure the planning process develops the beachfront in a manner that is supported by the community. The Task Force was selected to represent every interest group and every geographic area of the community.

The City, along with the Goodkin Research Group of La Jolla, produced a Beachfront Restoration Plan that was conceptually approved by the City Council, and the Coastal Conservancy in December, 1983. The Beachfront Restoration Plan will be superceded by the Seacoast District Specific Plan, however, the financial and marketing data within the Restoration Plan remains a cornerstone of this Specific Plan.

The Coastal Conservancy committed to the Imperial Beach Project \$700,000 upon completion of design work and environmental analysis needed prior to completion of the planning effort in July, 1984. It is

anticipated that additional funding beyond the \$700,000 will be committed upon formal adoption of the Beachfront Restoration Plan in August, 1984.

The City sponsored community design workshops organized by the consultant team of Rob Quigley, AIA, Architects, Campbell and Campbell, Landscape Architects, and Jim Burns, Planning Consultant. City and State Coastal Conservancy staff also assisted in the organization and conducting of the workshops, which were attended by over 600 enthusiastic, participating citizens who told the planners and designers what they wanted for the area. Although many different ideas were expressed, a consensus was reached regarding goals for open space, local access to coastal resources and development of tourist activities to generate revenues for project improvements.

During the latter stages of design work, the City contracted with Graves Engineering to prepare an Environmental Impact Report for the proposed development. The concurrent preparation of design work and environmental impact analysis by different teams was initiated in order to test design ideas prior to final design decisions. However, no major impacts were found that required changes to the design ideas that were generated.

The planning process for the Beachfront Program has culminated in the adoption of the following documents:

- 1) The "Seacoast District Specific Plan".
- 2) Imperial Beach Beachfront Restoration Plan.
- 3) Possible Redevelopment Plan.

E. Goals and Objectives

The Imperial Beach Seacoast District Specific Plan sets specific standards which will guarantee the appropriate and most beneficial physical, recreational and economic development of the area. The standards will be implemented to satisfy the following goals and objectives:

- To maximize the economic benefits of the beachfront area by providing tourist commercial and visitor serving uses.
- To provide for maximum coastal access.
- To provide maximum opportunity for use of the beachfront area through provision of hotel facilities.
- To provide open space and recreation areas.
- To remove blight.
- To set standards which will ensure quality design and construction.
- To provide for the appropriate blend of commercial and residential uses.

- To achieve a cohesiveness in design through concepts and standards so as to suggest an identity for the site as well as the City.

F. Concept of the Seacoast District Specific Plan

The Imperial Beach Seacoast District Specific Plan provides for the development of the site into coordinated residential, tourist commercial, neighborhood commercial, hotel, recreation and mixed uses. The Specific Plan divides the site into land use areas for a beachfront hotel, a possible second hotel east of Seacoast Drive, a public plaza at the pier, tourist/commercial plaza, civic plaza mixed commercial/residential use and two park sites (one with a development overlay). A conceptual development scheme (Figure 7) was prepared to show desirable development characteristics for the area. The identified building locations may vary, subject to use regulations and development standards of the Specific Plan. However, development intensity must be generally consistent with the scheme. Standards for development and intended uses in each area are presented in Section II land use section. These standards are intended to provide a range of opportunities to the developer in order to encourage types of development that will be congruent with the overall plan and conceptual development scheme.

The Imperial Beach Specific Plan will be implemented in a relatively short period of time depending upon various factors such as the market, availability of public financial assistance, and property acquisitions. The Specific Plan includes a project phasing plan (Section VIII) that will provide alternative development time frames based upon the availability of funding as well as the willingness of property owners to participate in this "Restoration Program".

The Seacoast District Specific Plan is prepared to satisfy the requirements of the State Coastal Conservancy for its adoption as a Restoration Plan. The Coastal Conservancy's adoption will facilitate the implementation of the Plan through joint, cooperative efforts by the City and State.

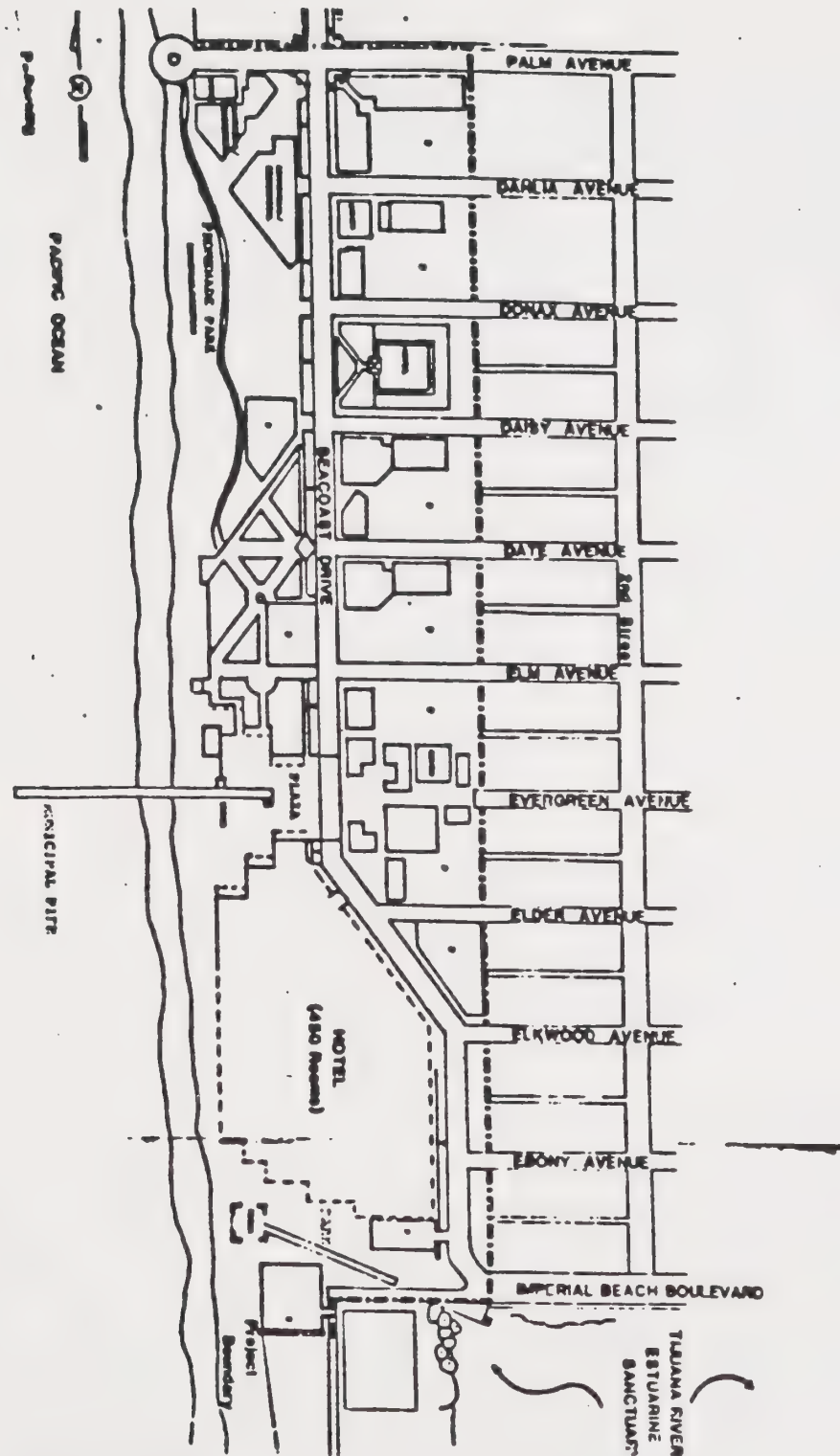


Figure 7. CONCEPTUAL
DEVELOPMENT SCHEME



II. LAND USE DISTRICTS AND REGULATIONS

The Land Use Districts of the Specific Plan accomplish two primary objectives. The first is to allocate land uses and densities in accord with the physical constraints of the site (see Environmental Impact Report). The second is to maximize the potential for hotel, tourist commercial, and recreational uses of the site in accord with the City's goal of establishing this area as an attractive tourist commercial and public recreation area. To accomplish these objectives, restrictions are placed on the density and nature of development. Mixed use developments are permitted on substantial portions of the site to encourage maximum commercial development and market flexibility. Where specific regulations are provided in the Zoning Ordinance but not addressed in the Specific Plan, the Zoning Ordinance regulation shall be applied. Otherwise, the Specific Plan regulations shall supercede the regulations of the Zoning Ordinance.

The locations of Land Use Districts are shown in Figure 8. The maximum development anticipated under the Specific Plan is summarized by Land Use District in Table 2, base on implementation of the conceptual development scheme. Specific use and development standards for each Land Use District are described in Sections II.A. through II.G.

General regulations applicable to all Land Use Districts are provided with regard to non-conforming uses and site plan review and design review approval.

Existing, legal, non-conforming structures and uses include those which were legally permitted when constructed or initiated but are not permitted by the applicable Specific Plan Land Use District. In addition, any structure for which a Site Plan Review application has not been approved by the City shall be considered non-conforming. Existing, legal, non-conforming structures and uses are permitted to remain, and are regulated by Section 19.76 of the Zoning Ordinance.

Any new development, structural modification, or change of use within the Seacoast District is subject to the approval of Site Plan Review in accordance with Chapter 19.81 of the City of Imperial Beach Municipal Code (Zoning Ordinance). Changes of use may be permitted by the Planning Director, subject to consistency with an approved Site Plan Review application. The Site Plan Review process involves design review in accordance with Chapter 19.83 of the Zoning Ordinance, and conformance to design standards and vocabulary provided in Appendix A. A finding of consistency with the Specific Plan is required. Significant improvements to existing buildings may not be warranted without architectural changes to existing exteriors, changes in site utilization, or conditions of approval which would implement the development character and pattern by the Specific Plan.

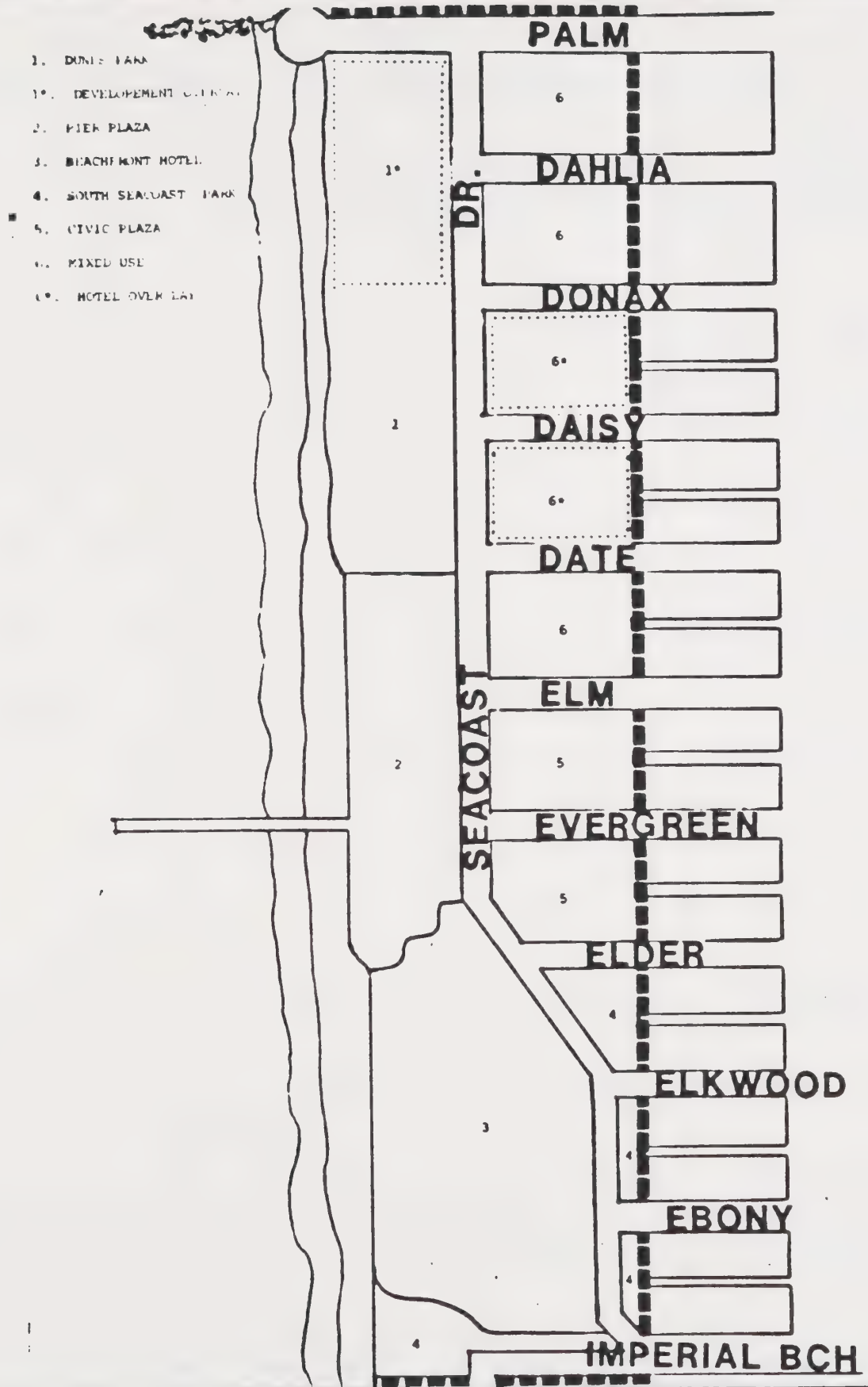


Figure 8. LAND USE DISTRICTS

TABLE 2

LAND USE DISTRICTS AND MAXIMUM DEVELOPMENT INTENSITY

<u>Land Use District</u>	<u>Approximate Total Area (Net Acres)</u>	<u>No. Units</u>	<u>Max. Commercial Bldg. Area (sq. ft.)</u>
Specific Plan Area			
1. Dunes Park (existing streets and alleys)	5.5	48(a)	10,200
Development Overlay (existing streets and alleys)	1.2 2.4	48	10,200
0.3			
2. Pier Plaza (existing streets and alleys)	3.6 0.7		69,075
3. Beachfront Hotel	7.1*	450 rooms	10,000
4. South Seacoast Park	1.6**		
5. Civic Plaza	2.8	12	41,075
6. Mixed Use	7.2	118	57,975
7. Hotel Overlay	2.9	120	5,500

One dwelling unit per 2,000 square feet of lot area permitted. Commercial space may be substituted for residential, and vice-versa, on the basis of 1,000 sq. ft. commercial space to 1 dwelling unit.

* The Beachfront Hotel District may shrink in size if the desired hotel development can be accommodated west of the current alignment of Seacoast Drive or anywhere between the current alignment and the proposed alignment.

** The South Seacoast Park District may vary in size if the Beachfront Hotel is developed entirely on the west side of the current alignment of Seacoast Drive or anywhere between the current alignment and the proposed alignment. That portion of the South Seacoast Park District directly south of the Beachfront Hotel District may diminish significantly although public access will be insured from Imperial Beach Boulevard.

That portion of the South Seacoast Park District east of the Beachfront Hotel District may increase in size and would still accommodate public parking as well as possible residential development at a density not to exceed 43 dwelling units per acre.

A. DUNES PARK DISTRICT

1. Purpose

The Dunes Park District is intended to provide public recreational opportunities for the community and the region by maintaining and increasing access to coastal resources and developing additional open space areas. A residential (with commercial) development overlay is provided in the northern portion of the District to provide opportunity for transfer of development rights, to provide a cluster of development adjacent to existing new condominium development and relocate potential development from area more desirable as open space.

The development overlay should have small scale character, even if developed as planned developments or with combined lots.

2. Location

The Dunes Park District is located on the west side of Seacoast Drive northerly of the Pier Plaza District and southerly of Palm Avenue (see figure 9).

3. Uses

The following uses may be permitted in the Dunes Park District:

a. Principal Uses:

1. Publicly owned recreational facilities
2. Public or private parking areas or structures

b. Development Overlay:

1. Medium to high density residential uses in conjunction with approximately 10,000 sq. ft. of commercial uses specified as 2 thru 10 below, fronting on Seacoast Drive, and with all residential and commercial parking provided as on-site, covered parking; and with a ground level privately maintained public access corridor, consistent with the development overlay concept plan (See Design Review Guidelines).
2. Bait and tackle shops (as temporary use due to intended location on pier).
3. Surf shops
4. Recreational equipment sales and rental
5. Publicly owned recreational facilities

1. DUNES PARK
10. DEVELOPMENT CENTRAL
2. PIER PLAZA
3. BEACHFRONT HOTEL
4. SOUTH SEACOAST PARK
5. CIVIC PLAZA
6. MIXED USE
60. HOTEL OVER LAY

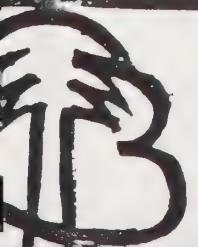
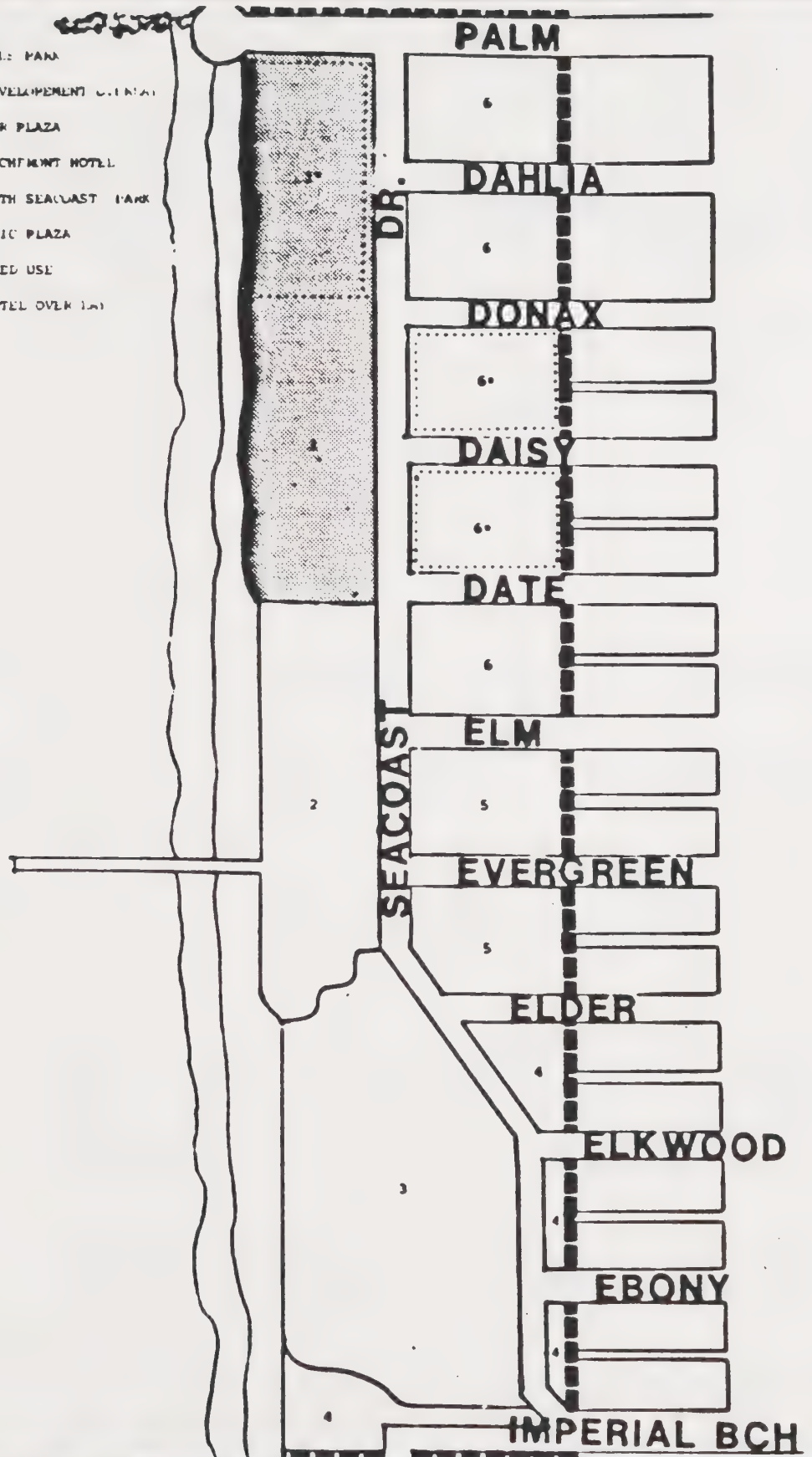


Figure 9. DUNES PARK DISTRICT

6. Sporting goods stores
7. Travel agencies
8. Rental agencies such as automobiles, mopeds, bicycles, etc.
9. Handicraft shops
10. Florist shops
11. Camera shops and photographic studios
12. Book and stationery stores
13. Clothing stores (new)
14. Delicatessens, baked goods
15. Clothing stores
16. Delicatessens, neighborhood convenience stores, baked goods
17. Any Tourist Commercial use determined to be appropriate by the Planning Commission

c. Other:

Projects approved by Site Plan Review and which have received a Certificate of Occupancy after January, 1980 are permitted.

4. Property Development Standards

- a. 18' setback from face of curb on Seacoast Drive at street level and a 6' setback at 2nd level. 15' setback from property line for Palm Avenue frontage and from Dahlia Avenue frontage (unless Dahlia Avenue is vacated for a planned residential development). Variations in setback regulations otherwise may be permitted, consistent with Design Guidelines for the area.
- b. A major access corridor from Palm Avenue/Seacoast Drive to the Seacoast Dunes Park Open Space area, and through the entire Dunes Park District to the Pier Commercial Plaza to be maintained in locations as per Design Guidelines.
- c. Building height restricted to 2 stories 26' above grade per graduated building envelope described in Design Guidelines.
- d. Maximum site coverage is 80% for the development overlay area.

- e. Maximum residential density for the development overlay is limited to approximately 49 units (for consistency with the Environmental Impact Report), or 1 unit/2,000 sq. ft. of lot area, not including vacated streets or alleys. Exceptions to the density limitation may be granted by the Planning Commission subject to supplementary environmental review or findings of consistency to the development intensity analyzed in the Environmental Impact Report, and consistency with the property development and design standards and design vocabulary of the Specific Plan.
- f. Continuous storefront facades are required on Seacoast Drive as per Design Guidelines.
- g. Development to provide unrestricted pedestrian and bicycle access from Dunes Park open space area to Palm Avenue.
- h. Signs - All signs shall be designed to enhance the architectural quality of the development through the use of materials, colors, motifs, and design elements and shall be coordinated throughout the Specific plan Area consistent with the Design Guidelines (Appendix "A" of the Specific Plan).
- i. Design - Design of any project within the Specific Plan Area shall conform to the Design Guidelines (Appendix "A" of the Specific Plan) as well as to the property development standards.

B. PIER PLAZA DISTRICT

1. Purpose

The Pier Plaza District intended for development of tourist serving commercial retail uses (i.e. specialty shops, restaurants) and public open space appropriate to Imperial Beach's Beachfront. The tourist-commercial development will provided a specific type of coastal access and increase the vitality of the area. It is intended that commercial development would be located opposite a public plaza from the Beachfront Hotel District and provide pedestrian and bicycle linkage between the Beachfront Hotel and Dunes Park Districts, as well as visual corridors.

2. Location

The designated area is located on the west side of Seacoast Drive extending north from the proposed public plaza area adjacent to the easterly end of the existing municipal pier (See Figure 10).

3. Uses

The following uses may be permitted in the Pier Plaza District of the Specific Plan subject to the approval of Site Plan Review and Architectural Design Review. The Planning Commission may include other commercial uses which they determine to be of a commercial tourist nature:

a. Principal Uses:

1. Restaurants
2. Bait and tackle shops on the pier (or as temporary uses on land if not possible on the pier)
3. Surf shops
4. Recreational equipment sales and rental
5. Publicly owned recreational facilities
6. Sporting goods stores
7. Travel agencies
8. Rental agencies such as automobiles, mopeds, bicycles, etc.
9. Handicraft shops
10. Florist shops
11. Camera shops and photographic studios

- 1. DUNE PARK
- 10. DEVELOPMENT OVERLAY
- 2. PIER PLAZA
- 3. BEACHMONT HOTEL
- 4. SIXTH SEACOAST PARK
- 5. CIVIC PLAZA
- 6. MIXED USE
- 60. MOTEL OVERLAY

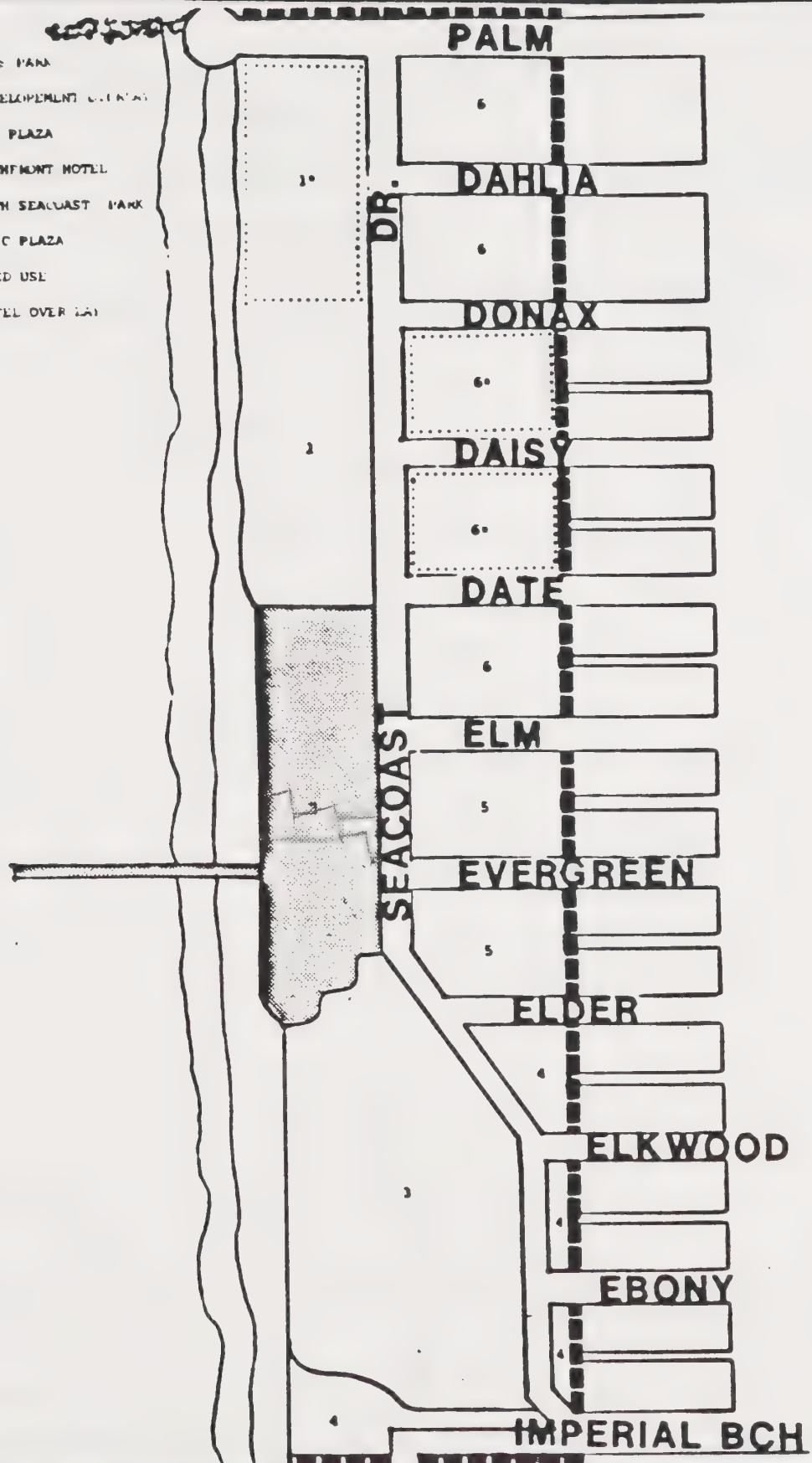


Figure 10. PIER PLAZA DISTRICT

12. Book and stationery stores
13. Clothing stores (new)
14. Delicatessens, baked goods
15. On-sale alcoholic beverages when in conjunction with a bonafide eating establishment
16. Notions, and souvenir shops
17. Jewelry stores

b. Other:

1. Public or private parking areas or structures.
2. Plazas, squares and other open spaces.
3. Kiosks and outdoor display cases.

4. PROPERTY DEVELOPMENT STANDARDS

- a. 18' setback from Seacoast curb required at street level. A 6' setback required at 2nd story.
- b. Bldg. facade fronting pier plaza must be built to plaza edge and must incorporate arcade element as specified in Design Guidelines.
- c. Building height restricted to two stories or 26'.
- d. A major access to Pier Plaza and view preservation corridors to be maintained in locations as per Design Guidelines.
- e. Maximum site coverage is 80%.
- f. Continuous arcades or covered sidewalks are required for at least 70% of the Seacoast street frontage.
- g. Development to provide unrestricted pedestrian and bicycle access from Dunes Park to Pier Plaza as per Design Guidelines standards.
- h. Development to be characterized by a series of open courtyards and pedestrian passages linking Dunes Park, Seacoast, Pier Plaza and City beach.
- i. Off street parking

Off street parking in this area may be provided by a combination of ground floor and below grade "tuck under" covered parking and on grade, open air parking courts. A portion of the commercial parking requirements may be met by the proposed parking areas east of Seacoast Drive.

j. Off street loading

Service access shall be provided into the interior of the developed areas through the below grade covered parking structures and/or by allowing restricted access (e.g. early morning and late evening) by service vehicles into pedestrian areas.

k. Signs - All signs shall be designed to enhance the architectural quality of the development through the use of materials, colors, motifs, and design elements and shall be coordinated throughout the Specific Plan Area consistent with the Design Guidelines (Appendix "A" of the Specific Plan).

l. Design - Design of any project within the Specific Plan Area shall conform to the Design Guidelines (Appendix "A" of the Specific Plan) as well as to the property development standards.

C. BEACHFRONT HOTEL DISTRICT

1. Purpose

The Beachfront Hotel District is intended a beachfront resort hotel facility. The District will be the most intensely developed area within the Seacoast District with the greatest overnight population in one area. It will be the primary impetus to tourist commercial development. It's scale will also provide a landmark and affect the image of the entire city. It will be a focus of community pride and should set an example for design excellence in the community. The hotel will also provide significant fiscal and economic benefit to the City. It will provide a first class resort destination in a unique setting at the edge of a tourist oriented, urbanized region, at the edge of a unique wildlife and open space preserve, at the edge of the nation and continent, and at the edge of the beach.

2. Location

The Beachfront Hotel District is located on the west side of Seacoast Drive extending southerly from the proposed Pier Plaza District (where hotel related commercial uses would be located) to the South Seacoast Park District at the west end of Imperial Beach Boulevard (See Figure 11).

3. Uses

The following uses may be permitted in the Beachfront Hotel District, subject to Site Plan Review and Design Review.

a. Principal Uses:

1. Resort hotel facilities with approximately 450 rooms (a first phase construction of 250 rooms may be permitted with planned expansion to 450 rooms).

b. Accessory uses:

1. (up to 10,000 sq. ft.) Restaurant, retail, office, personal services
2. Private and public recreational facilities
3. Hotel conference facilities

4. Property Development Standards

- a. Min. 20' landscape buffer is required on Seacoast Drive. Hotel to maintain 40' residential buffer on east side of Seacoast between Elkwood and Imperial Beach Blvd.
- b. Continuous 2 story retail and restaurant facades must front pier plaza, be built to the Plaza Edge and incorporate arcade elements as specified in the Design Guidelines. A restaurant to be located at northwest corner of site (Southwest corner of plaza).

1. DUNES PARK
10. DEVELOPMENT CORNER
2. PIER PLAZA
3. BEACHFRONT HOTEL
4. SIXTH SEACOAST PARK
5. CIVIC PLAZA
6. MIXED USE
60. MOTEL OVER LAY

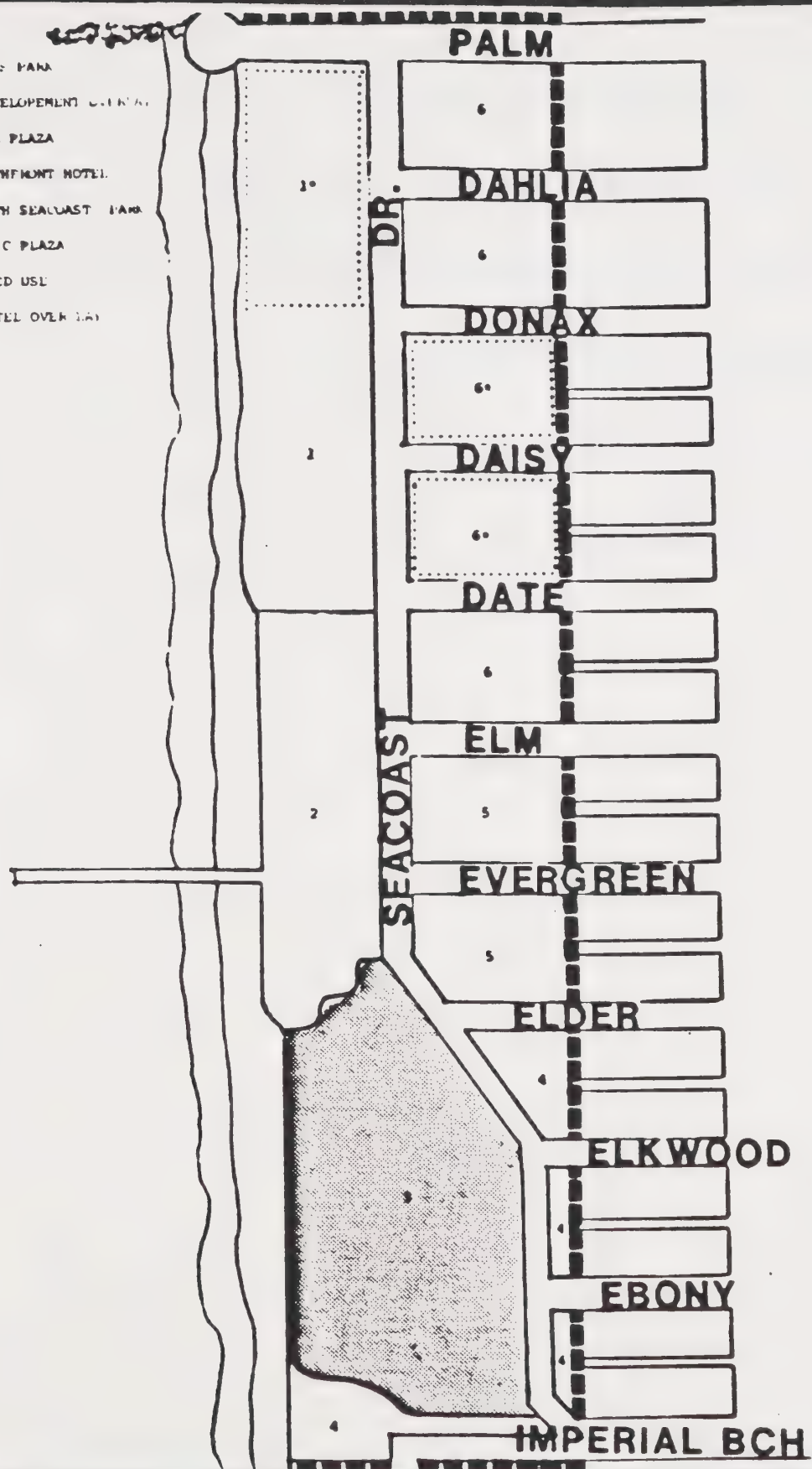


Figure 11.

BEACHFRONT HOTEL DISTRICT

- c. A major pedestrian entrance to hotel must be provided from plaza.
- d. Major hotel entrance to be located on Seacoast north of Elder and opposite triangular park.
- e. Height of hotel not to exceed step back profile shown in Design Guidelines.
- f. Hotel to provide unrestricted access pedestrian promenade linking pier plaza and south park promenade to meet Design Guidelines standards.
- g. All service and parking areas to be visually buffered from public areas.
- h. A minimum 450 room hotel to be designed for at least a 250 room 1st phase.

D. SOUTH SEACOAST PARK DISTRICT

1. Purpose

The South Seacoast Park District is intended to provide public recreational opportunities for the community and the region as well as for tourists by maintaining and increasing access to coastal resources and developing additional open space areas. The South Seacoast Park would provide visitor information and linkage to the Tijuana River Estuarine Sanctuary, recreational open space, beach parking facilities, and a buffer between the Seacoast Plaza Hotel District and adjacent uses to the south and east. It would also provide an open space node at the Imperial Beach Boulevard entrance to the Seacoast District and protection of an important visual corridor to the ocean. Design of improvements should provide maximum visual orientation between the estuary and the ocean, visual linkage with adjacent areas, and buffering of adjacent structures while permitting visual surveillance by adjacent uses and public areas.

2. Location

The designated District is located at the westerly terminus of Imperial Beach Boulevard, south of the Seacoast Plaza Hotel District (See Figure 11). Design solutions suggest expanding the designated District to the south of Imperial Beach Boulevard.

3. A. Uses

The following uses may be permitted in the South Seacoast Park District:

- a. Publicly owned recreational facilities
- b. Public parking areas.

B. Other Uses

If the Beachfront Hotel District is moved westward, the eastern portion of the South Seacoast Park District may accommodate residential development at a density not to exceed 43 dwelling units per acre. The residential development in this case would be reviewed in context of the Seacoast District Specific Plan Environmental Impact Report. The residential development may be subject to additional environmental review.

4. Property Development Standards

Siting of parking lots and informational facilities and structures shall be determined to maximize visual orientation between the Tijuana River Estuarine Sanctuary and the ocean.

Structural modifications or additions to existing structures, or changes of use of existing structures may be considered subject to Site Plan Review and Design Review. Property development standards for existing structures, shall be determined based on standards for similar structures/uses provided for other Specific Plan Land Use Districts and Zoning Districts.

- 1. DUNE PARK
- 10. DEVELOPMENT OVERLAY
- 2. PIER PLAZA
- 3. BLANCHFORD HOTEL
- 4. SOUTH SEACOAST PARK
- 5. CIVIC PLAZA
- 6. MIXED USE
- 60. HOTEL OVERLAY

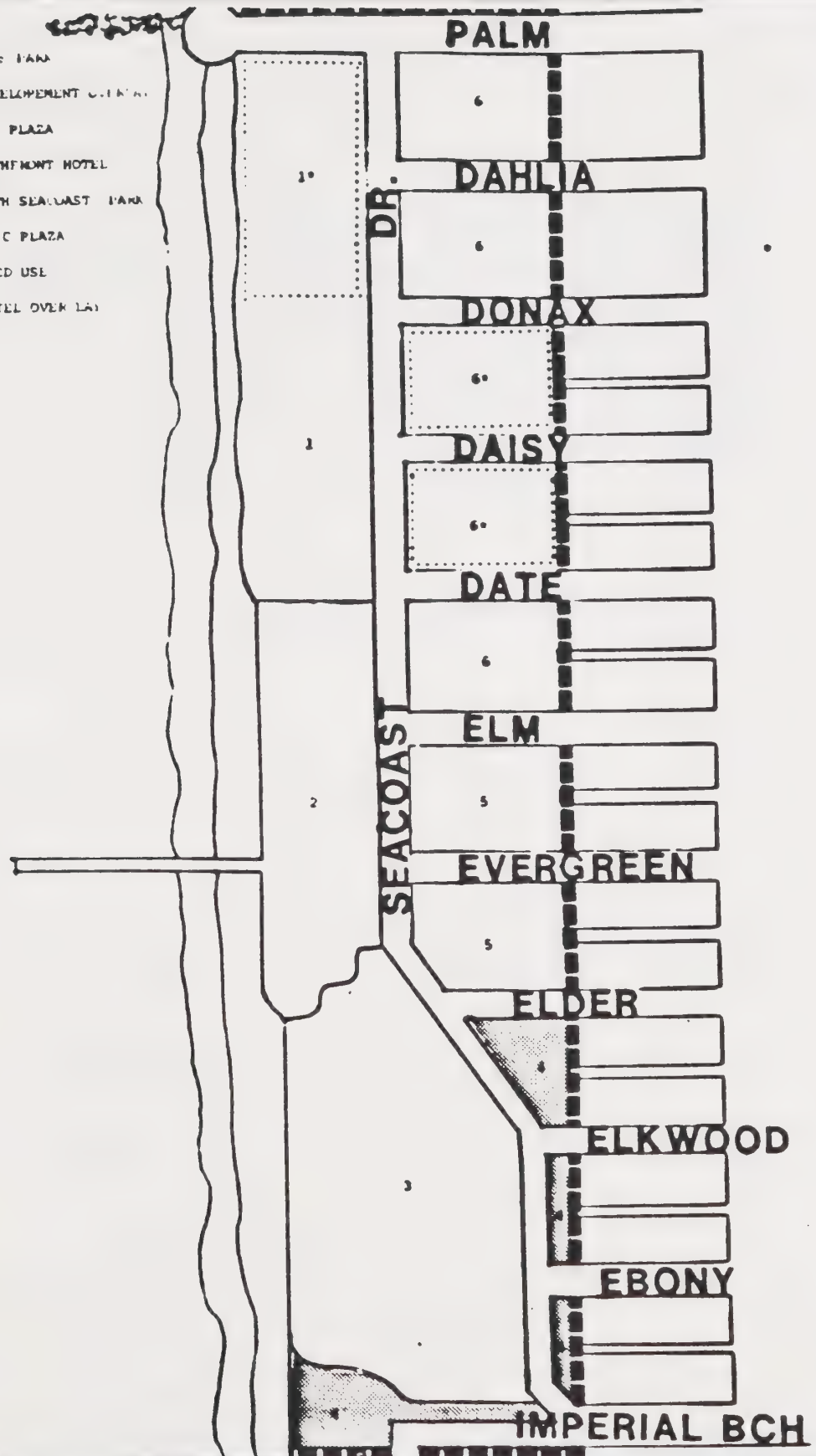


Figure 12.

SOUTH SEACOAST PARK DISTRICT

E. CIVIC PLAZA DISTRICT

1. Purpose

The Civic Plaza District is intended to provide for development of mixed, commercial, and residential uses with a community center/theatre/auditorium oriented around the easterly extension of the Seacoast Public Plaza, and designated public parking areas. It's mixture of uses will provide the same benefits as the Seacoast Mixed Use Districts. However, it will provide a focus for civic activities, assembly and theatre, in addition to specifically commercial. Small scale development character (single or double lot) is encouraged whether the area is developed with few or multiple projects. Landmark development may be provided, pursuant to design guidelines, for the civic auditorium/theatre complex.

2. Location

The designated area is located on the east side of Seacoast Drive extending north from Elder Avenue and south from Elm Avenue. (See Figure 13)

3. Uses

The following uses may be permitted in the Seacoast Civic Plaza District.

a. Principal Uses:

1. Attached, upper level residential units in accordance with the Seacoast Mixed Use prototype development concept, development standards and design guidelines (See Design Guidelines).
2. Restaurants and eating places (drive-through operations prohibited);
3. Bait and tackle shops (as a tempoary use due to intended location on pier);
4. Surf shops;
5. Recreational equipment sales and rental;
6. Publicly owned recreational facilities;
7. Sporting goods stores;
8. Travel agencies;
9. Rental agencies such as automobile, moped, bicycle, etc;
10. Handicraft shops;

- 1. DUNE PARK
- 10. DEVELOPMENT C. L. K. H. A.
- 2. PIER PLAZA
- 3. BEACHFRONT HOTEL
- 4. SIXTH SEACOAST PARK
- 5. CIVIC PLAZA
- 6. MIXED USE
- 60. MOTEL OVER LAY

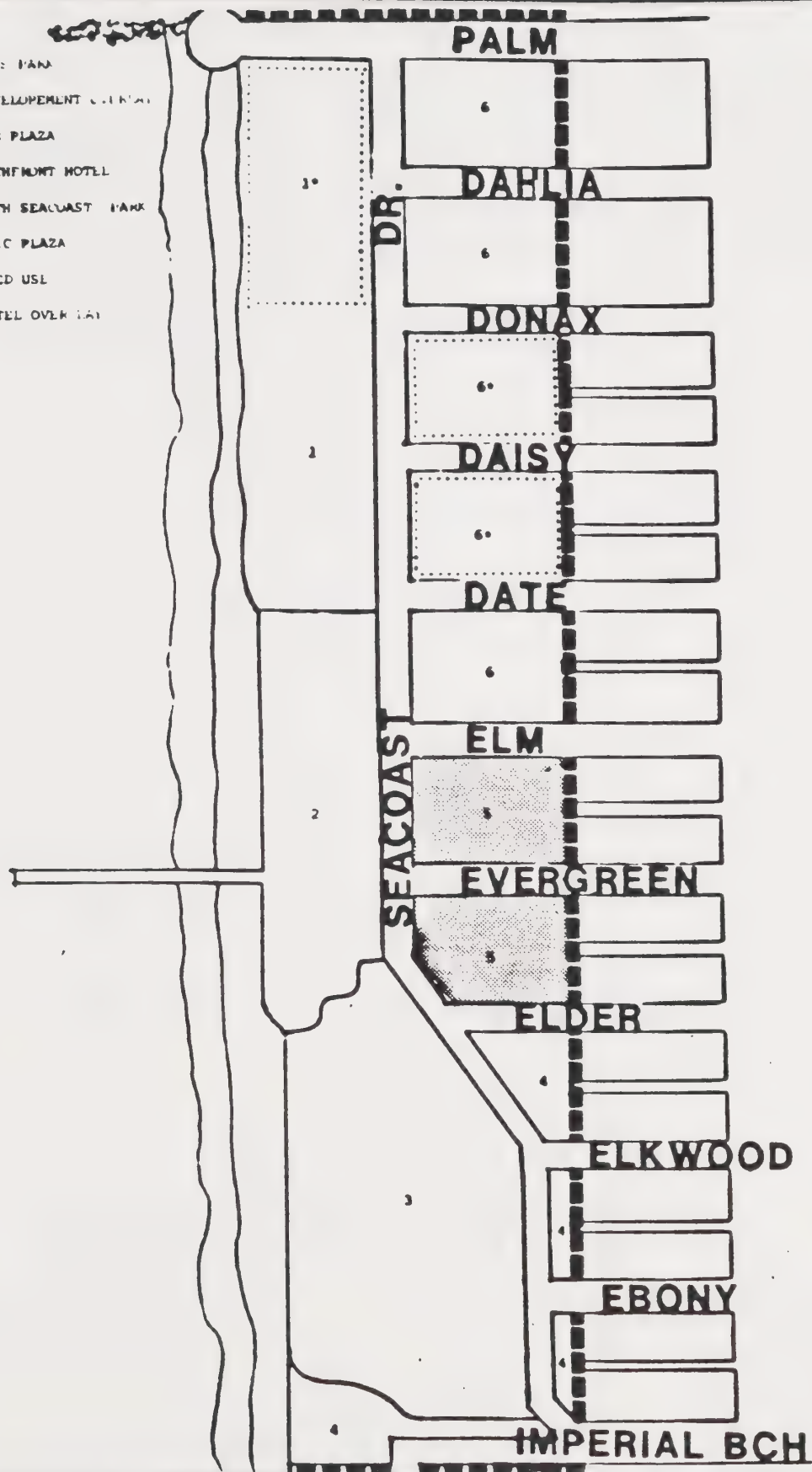


Figure 13.

CIVIC PLAZA DISTRICT



11. Legitimate theaters, restaurant theaters, and art galleries;
12. Florist shops;
13. Camera shops and photographic studios;
14. On-sale alcoholic beverages when in conjunction with a bonafide restaurant;
15. Book and stationery stores;
16. Clothing stores;
17. Delicatessens, neighborhood convenience stores, baked goods;
18. Dry goods, notions, and souvenir shops;
19. Pharmacies and drugstores;
20. Jewelry stores;
21. Laundry and dry cleaning outlets and coin-operated laundries;
22. Barber and beauty shops;
23. Auditorium in conjunction with multiple use for public assembly/theatre and cinema.
24. Accessory uses to permitted uses subject to a determination of compatibility by the Planning Director; and

b. Other:

1. Public or private parking areas or structures.
2. Projects approved by Site Plan Review and which have received Certificate of Occupancy after January, 1980 are permitted.

c. Accessory Uses:

1. Banks
2. Business and professional offices
3. Other accessory uses subject to a determination of compatibility by the Planning Commission.

4. PROPERTY DEVELOPMENT STANDARDS

- a. 18' setback from face of curb on Seacoast at street level. A 6' setback is required for 2nd and 3rd story. No side yard required.
- b. 50% of building facade must be built to Seacoast Civic Plaza edge.
- c. Building height restricted to 3 stories or 36'.
- d. Cupolas or towers not to exceed 4 stories are encouraged.
- e. Maximum site coverage is 80%.
- f. No residential units permitted on ground floor fronting Seacoast Drive or plaza.
- g. Zero side yards permitted for Seacoast Drive except when necessary for pedestrian access between Seacoast Drive and parking area, and except where adjacent to a public street.
- h. Variations to setback regulations permitted consistent with prototype development concepts (See Design Review Guidelines).
- i. Parking areas shall be reserved consistent with the prototype development concepts.
- j. Development intensity (i.e., number of residential units, amount of commercial sq. ft.) shall be determined by the Site Plan Review approval process based on consistency with the prototype development concepts per the Design Guidelines.
- l. Continuous arcades are required on plaza. Covered sidewalks are required on Seacoast.
- m. Design - Design of any project within the Specific Plan area shall conform to the Design Guidelines (Appendix "A" of the Specific Plan) as well as to the Property Development Standards.

F. MIXED USE DISTRICT

1. Purpose

The Mixed Use District is intended for the development of an appropriate mix of residential and commercial uses. The mix of residential and commercial uses is desirable to expand the local market for commercial activities, to provide additional day and night and year-round population in the area, and to provide an appropriate transition between commercial and public areas, and the surrounding residential area. Small scale development character (single or double lot) is encouraged whether mixed use areas are developed with single or multiple projects.

2. Location

The Mixed Use District is located on the eastern side of Seacoast Boulevard extending from Elm Avenue to Palm Avenue. (see figure 14) It is divided by existing east-west streets and the Seacoast Eastside Hotel District (overlay).

3. Uses

The following uses may be permitted in the Mixed Use District subject to Site Plan Review and Design Review.

a. Principal Uses:

1. Attached, upper level residential units in accordance with Seacoast Mixed Use prototype development concept and guidelines (See Design Guidelines). An exception to permit ground level residential units may be granted by the Planning Commission, except for lots fronting on Seacoast Drive or Palm Avenue, under the following circumstances: no commercial area is provided on the lot, and net residential density would not be increased by more than 1 unit per 50' wide lot. If lots are merged by planned developments or condominium projects, the exception may still be granted except for those originally subdivided lots fronting on Seacoast Drive or Palm Avenue.
2. Restaurants and eating places (drive-through operations prohibited);
3. Bait and tackle shops (as a temporary use due to intended location on pier);
4. Surf shops;
5. Recreational equipment sales and rental;
6. Publicly owned recreational facilities;
7. Sporting goods stores;

1. DUNE PARK
10. DEVELOPMENT CORNER
2. PIER PLAZA
3. BEACHMONT HOTEL
4. SIXTH SEACOAST PARK
5. CIVIC PLAZA
6. MIXED USE
60. HOTEL OVER (A)

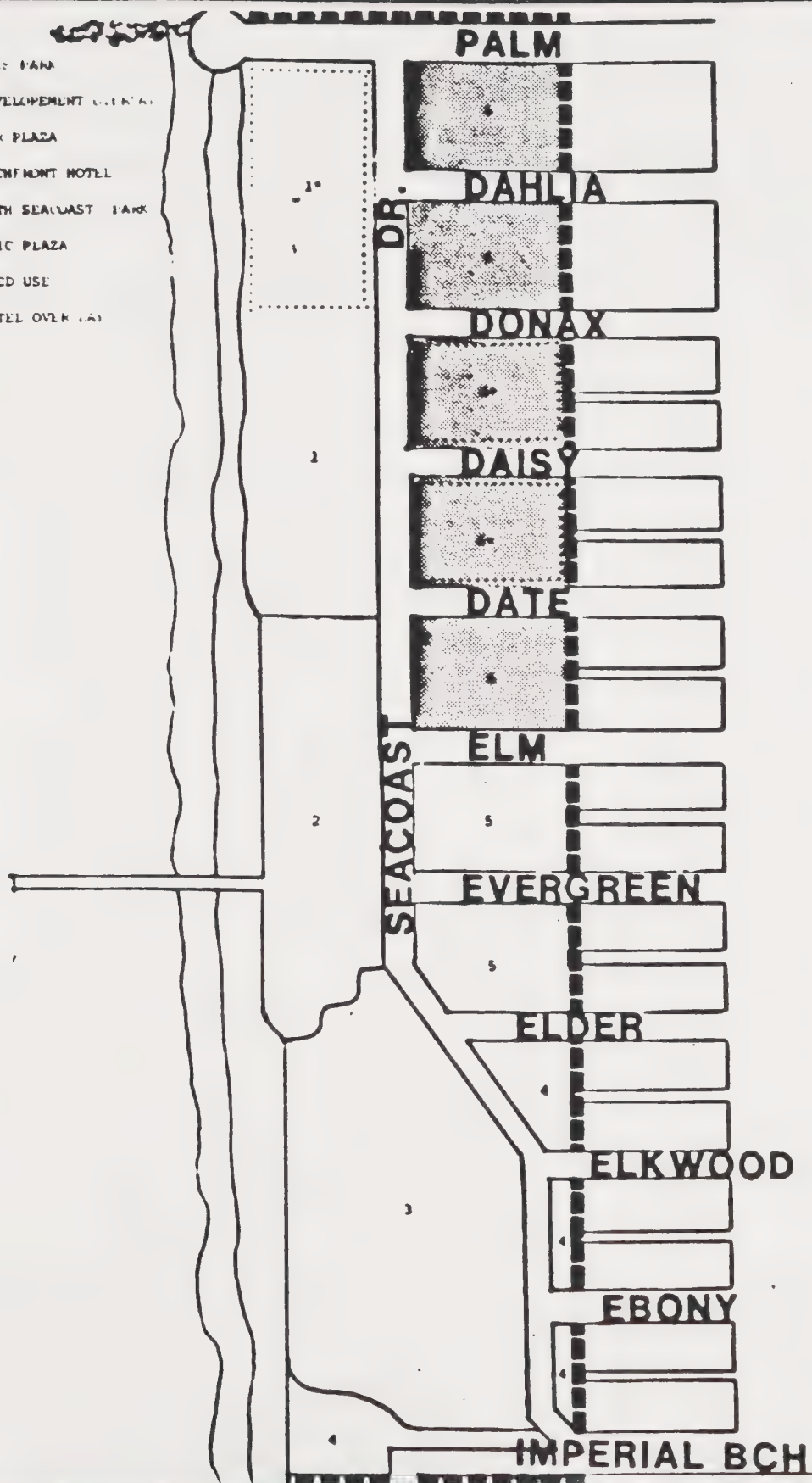


Figure 14.

MIXED USE DISTRICT

8. Travel agencies;
 9. Rental agencies such as automobile, moped, bicycle, etc;
 10. Handicraft shops;
 11. Legitimate theaters, restaurant theaters, and art galleries;
 12. Florist shops;
 13. Camera shops and photographic studios;
 14. On-sale alcoholic beverages when in conjunction with a bonafide restaurant;
 15. Book and stationery stores;
 16. Clothing stores;
 17. Delicatessens, neighborhood convenience stores, baked goods;
 18. Dry goods, notions, and souvenir shops;
 19. Pharmacies and drugstores;
 20. Jewelry stores;
 21. Laundry and dry cleaning outlets and coin-operated laundries;
 22. Barber and beauty shops;
- b. Other:
1. Public or private parking areas or structures.
 2. Projects approved by Site Plan Review and which have received Certificate of Occupancy prior to January, 1984 are permitted.
- c. Accessory Uses:
1. Banks
 2. Business and professional offices
 3. Other accessory uses subject to a determination of compatibility by the Planning Commission
- d. Alternative Use:
1. Hotel (See Section II E.).

4. PROPERTY DEVELOPMENT STANDARDS

- a. 18' setback from face of curb at street level on Seacoast. A 6' setback is required at the 2nd and 3rd story. 10' setback required from curb for lots facing side streets for all stories. Rear setback to be consistent with prototype development concept. In case of incremental development, rear setback to be 35'.
- b. Building height restricted to 3 stories or 36'.
- c. Cupolas or towers not to exceed 4 stories are encouraged on north ends of blocks on Seacoast and as terminations to vistas. A maximum of one tower per 5,000 sq. ft. of lot area is permitted.
- d. If three or more lots are developed concurrently, pedestrian access must be provided to Seacoast Drive to the parking district behind, and common vehicular access must be provided from side streets (per Design Guidelines).
- e. Ground floors for Seacoast Drive and Palm Avenue frontage shall be reserved for non-residential use as listed.
- f. Variations to setback regulations permitted consistent with prototype development concepts per Design Guidelines.
- g. Parking areas must be reserved consistent with the prototype development concepts per Design Guidelines and Table 3.
- h. Development intensity (i.e. no. of residential units and commercial sq. ft.) shall be approved based on consistency with prototype development concepts and density factor of 1 unit per 2,000 sq. ft. of lot area (see Mixed Use District regulations).
- i. 30' setback required along Evergreen Avenue for first 100' east of Seacoast Drive to provide development of plaza property line area.
- j. Continuous arcades or covered sidewalks are required for at least 70% of the Seacoast frontage.
- k. Signs - All signs shall be designed to enhance the architectural quality of the development through the use of materials, colors, motifs and design elements and shall be coordinated throughout the Specific Plan area consistent with the Design Guidelines (Appendix "A" of the Specific Plan).
- l. Design - Design of any project within the Specific Plan area shall conform to the Design Guidelines (Appendix "A" of the Specific Plan) as well as to the Property Development Standards.

TABLE 3

PROTOTYPE DEVELOPMENT CONCEPT - MIXED USE DISTRICT (1/2 BLOCK)

#/ Residential Units 25

<u>UNIT</u>	<u>TYPE</u>	<u>PARKING</u>
6	1 bedroom units	6
19	2 bedroom units	38

Area commercial 13,075 sq. ft.

Commercial parking 54 or more spaces, depending on specific use.

Notes:

1. A typical 50' x 95' lot could be developed with two, 2-car garages, 2 residential units, and ground level commercial spaces fronting the street. The rear 35' of the lot would be reserved for common parking for commercial use in the area and for access.
2. Commercial area may be converted to residential on a basis of approximately 1 unit residential per 50' lot frontage except on Seacoast Drive.
3. Residential area may be converted to commercial on a basis of 1,000 sq. ft. commercial per 1 residential unit.
4. Residential Density bonus may be permitted as incentive to provide flexibility for future commercial use except on Seacoast Drive. (See Section VIII, Implementation).
5. All required residential parking to be in garages.

G. HOTEL OVERLAY DISTRICT

1. Purpose

The Hotel Overlay District is a development alternative for specific locations within the Mixed Use District. It is intended for development of visitor accommodations above parking and above commercial use fronting on Seacoast Drive, that will maximize user benefits of the area's coastal resources, provide economic benefit to the community and provide a northern anchor in the tourist development of the Seacoast District. The Hotel Overlay District provides for a greater intensity of development than any other area of the east side of Seacoast Drive and is intended to provide a landmark facility to the northern portion of the Seacoast District directly opposite Seacoast Drive from the Seacoast Dunes Park. The design guidelines for the hotel require a symmetrical facade with strong central tower marking the entrance. Hotel rooms should be grouped around a central courtyard. Ground level parking garage must be screened from adjacent streets. Balconies are encouraged.

2. Location

The designated Overlay District is located on the east side of Seacoast Drive in the half-block bounded by Donax Avenue on the north and Date Avenue on the south. (See figure 15). Either one or both half blocks could be developed for hotel facilities.

3. Uses

The following uses may be permitted by the Hotel Overlay District, subject to Site Plan Review and Design Review.

a. Hotel/Motel facilities with approximately 120 rooms (maximum).

b. Accessory Uses

Restaurant, retail, office, personal services up to 5,500 sq. ft. in total area, only in conjunction with hotel/motel development of the entire designated area and fronting on Seacoast Drive at the ground level.

c. Alternative uses are permitted pursuant to the underlying Mixed Use District.

4. Property Development Standards

a. Setback on Seacoast as per Design Guidelines.

b. Setback on Donax & Daisy 15' from property line.

c. Setback at rear from east property line is 10'.

d. Continuous street level retail on Seacoast is required.

- 1. DUNES PARK
- 10. DEVELOPMENT CENTRAL
- 2. PIER PLAZA
- 3. BEACHMONT HOTEL
- 4. SOUTH SEACOAST PARK
- 5. CIVIC PLAZA
- 6. MIXED USE
- 60. HOTEL OVERLAY

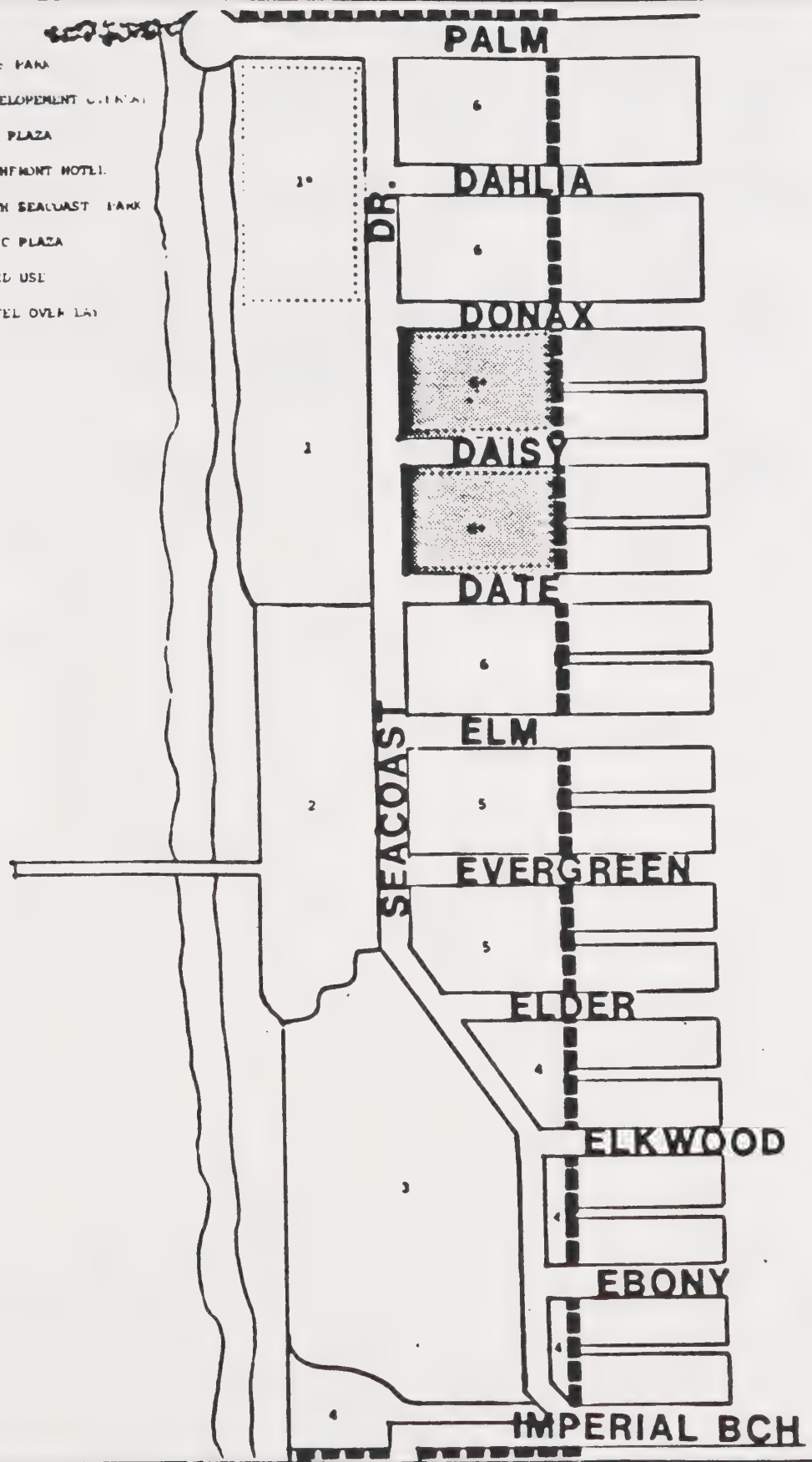


Figure 15.

HOTEL OVERLAY DISTRICT



- e. Height limit is 4 stories on Seacoast and 3 stories on side streets.
- f. Min. 6 story tower or cupola is required at center of Seacoast facade.
- g. Signs - All signs shall be designed to enhance the architectural quality of the development through the use of materials, colors, motifs, and design elements and shall be coordinated throughout the Specific Plan area consistent with the Design Guidelines (Appendix "A" of the Specific Plan).
- h. Design - Design of any project within the Specific Plan area shall conform to the Design Review Guidelines (Appendix "A" of the Specific Plan) as well as to the property development standards.

III. CIRCULATION AND PARKING

The Beachfront Specific Plan recognizes that the automobile will be the dominant mode of transportation to the project area in the years ahead, but at the same time integrates public transportation, bicycling and pedestrian movement into the project area. Specific circulation data (i.e. traffic flows and improvements) are described in the "Environmental Impact Report, Seacoast District Specific Plan".

A. AUTOMOBILE CIRCULATION

The proposed project seeks to link the Beachfront to the rest of Imperial Beach and the region by clarifying and visually identifying Palm Avenue and Imperial Beach Boulevard as major entry corridors.

Seacoast Drive is retained as the link between these corridors and is realigned south of Evergreen to accommodate the proposed hotel site. Neighborhood streets are retained but discouraged as through traffic corridors. Angled parking is provided on the west side of Seacoast Drive primarily to support commercial activity along the street; to increase the active ambience intended for a viable commercial area; and to reduce traffic speed along the Drive.

1. Internal Automobile Circulation

Seacoast Drive is proposed as the major north-south artery with access to parking lots off the east-west neighborhood streets.

2. External Automobile Circulation

"External" automobile circulation is provided from Palm Avenue and Imperial Beach Boulevard. Tree planting and other improvements, explained in the Design Guidelines (Appendix "A"), to the streetscape of these streets is recommended to enhance the sense of arrival into the project area.

3. Major Circulation Improvements

Seacoast Drive is proposed to be realigned south of the Civic Plaza to provide a larger beachfront hotel site. The realignment will slow traffic to speeds more appropriate to a retail district without significantly reducing traffic flow. It will also provide direct visual access to the estuary at Imperial Beach Blvd. The proposed realignment of Seacoast Drive around the hotel site will serve as an improvement to the future circulation system.

B. BICYCLE CIRCULATION

Bicycle circulation is served through the creation of a separated bicycle path which is incorporated into the design of the new beach pedestrian promenade. This pathway runs the entire length of the project site, linking Palm Avenue and Imperial Beach Blvd.

Alignment of the Bicycle Path: While the bicycle path along the beach is anticipated to be incorporated into the design of the pedestrian promenade, no portion of the path shall extend further seaward than the western limit of Ocean Boulevard (paper street).

C. PEDESTRIAN CIRCULATION

In addition to the development of the pedestrian promenade, the sidewalks along Seacoast Drive will be improved to encourage better circulation and a system of pedestrian pathways linking these elements and the beach will be built. Systems of open walkways and courtyards will be required throughout new public and private development projects, (including the hotels) to further enhance the pedestrian circulation system.

Alignment of the Pedestrian Promenade: While the pedestrian promenade is anticipated to meander and include amenities such as benches, fountains and viewing points, no portion of the promenade shall extend further seaward than the western limit of Ocean Boulevard (paper street).

D. PUBLIC TRANSPORTATION

Public transit is incorporated into the plan by developing easily identifiable bus-stop turnouts along the major arteries and by recommending the exploration of the feasibility of extending a light rail "trolley" spur on Palm Avenue. Existing public transportation is provided between Coronado and Imperial Beach by the "Bus that Goes in Circles, Inc." and between Imperial Beach, South San Diego, and areas to the east by San Diego Transit.

E. PARKING

The provision of off street parking to serve the proposed new commercial and residential development is critical to the success of the plan. Approximately 1200 parking spaces are provided in proposed parking lots, primarily to the east of Seacoast Drive. This parking along with the proposed limited under structure parking is adequate for about 75% of the potential ultimate development of the plan. The additional parking required to meet potential ultimate development requirements would be provided by structures, additional underground parking or lots outside the project area.

Parking space and design requirements shall be determined by the Design Guidelines (Appendix "A") and City Zoning Ordinance except 18 1-bedroom residential units may be permitted with 1 space per unit and all other units shall have 2 spaces per unit.

No portion of the pier parking lot located west of Seacoast Drive between Evergreen and Elder Streets shall be removed until an equal number of replacement public beach parking spaces are provided elsewhere within the vicinity bounded by Palm Avenue and Imperial Beach Boulevard west of Third Street. The replacement public beach parking may be provided in more than one parking area, shall be well signed as to purpose, and shall not be part of any required parking for public use or residential/commercial developments. Additionally, through lease arrangements, the replacement parking may be shifted within the area provided that at no time shall the overall number of parking spaces be reduced from that currently available at the pier parking lot.

IV. UTILITIES, PUBLIC FACILITIES AND SERVICES

The location, size, and current status of existing public utilities and facilities is described in detail in the "Imperial Beach Seacoast District Specific Plan Environmental Impact Report".

A. UTILITIES AND PUBLIC FACILITIES

1. Sewer

Imperial Beach owns and operates its own sewage collection system. Rather than treat its own sanitary wastes, however, Imperial Beach is a member of the Metropolitan Sewerage System (Metro), and transports its waste to Metropolitan Sewerage System interceptors.

All pump stations serving the study area currently operating well below their rate capacities. In addition, these pump stations have sufficient capacity to accommodate the total sewage demands generated by the proposed project.

The City of Imperial Beach currently has 0.2 mgd reserve capacity in the Metropolitan Sewerage System. The existing development within the specific planning area is estimated to generate 0.11 mgd and the proposed Imperial Beach Seacoast District Specific Plan is projected to generate 0.18 mgd, the project represents an increased sewer demand of 0.07 mgd. The implementation of the proposed project will, therefore, reduce the City's reserve in the Metro system but will not overtax the system.

There is detailed analysis of the existing project area sewage demands and proposed project sewer demands in the "Imperial Beach Seacoast District Specific Plan Environmental Impact Report".

2. Water

Water is provided to the study area by Cal-American Water Company. Water for the City of Imperial Beach is purchased from the City of San Diego which is required to supply the Imperial Beach demand.

The existing level of development within the specific planning area yields a peak hour water demand of 290 gallons per minute. The proposed Seacoast District Specific Plan represents a water demand of 500 gallons per minute, an increase of over 70%.

The existing water distribution system serving the study area can easily accommodate the peak hour water demands of the project and alternatives. A water distribution system must, however, also satisfy the demands for fire flow. The Beachfront Specific Plan will generate a minimum need for water supply of approximately 1250 gallons per minute (fire flow plus maximum day). This flow rate can be accommodated easily within the northern portion of the specific planning area (Phase 3). However, the southerly portion, where the more intense development is scheduled for Phase 1, becomes quite marginal in terms of delivering 1250 gallons per minute while maintaining minimum residual water pressures of 20 lbs. per square inch.

The Cal-American Water District has plans to increase the efficiency of the water distribution system serving the study area by

constructing an east-west water main with a diameter of twelve inches. The optimal location for this future element of the water distribution system would be within Imperial Beach Boulevard from Seacoast Drive to Third Street. Construction of this 12-inch water main would greatly alleviate the problem with accommodating fire flows in the southern portion of the specific planning area.

Specific development plans (particularly in the southern portion of the project area) will require review, service, availability and commitment by the opponents agency at the time of implementation.

Detailed water service demands are set forth in the "Imperial Beach Seacoast District Specific Plan Environmental Impact Report".

3. Gas and Electric Service

Service can be provided by San Diego Gas & Electric which will sufficiently meet the demands of the proposed project.

4. Flooding

Impacts to be considered include how the project will affect the existing drainage problems in the area and also what impact will existing drainage problems have on the project.

The project, and the alternative, provide for a significant reduction in the percentage of impermeable surfaces over the existing General Plan. This will result in an overall reduction in the total runoff within the project area. As a consequence, this will reduce local flooding during storm events which exceed a 5-year magnitude. Therefore, the project will have a positive impact on local drainage through a reduction in the overall runoff rate.

The minor grading that will be required to effect the realignment of Seacoast Drive and provision of building pads will not alter existing drainage patterns. Land between Seacoast Drive and the bluffs will still drain east to Seacoast Drive.

Even with the reduction in storm runoff, the area will still be subject to localized flooding during the major storm events. The flooding will definitely provide a short-term nuisance to retail operations and may cause property damage due to prolonged water contact. The project proposes to provide for year-round tourism. While activity will slow down during major storms, a reputation of having flooded streets may affect use of the retail, restaurant and hotel activities. Therefore, the existing drainage conditions may have a significant impact on the project. The following guidelines may be incorporated, implementation shall be made a condition of approval of final designs.

- a. The combination of street flow and underground conduits shall be capable of accommodating the peak flow of a ten-year storm event with flows contained in the street "curb-to-curb" with two "dry" ten-foot driving lanes.

- b. Finish floor elevations of all new buildings shall be set at one foot above the water surface elevation of the combination of the peak runoff from a 100-year storm event plus storm surge.
- c. Sheet runoff from the project area to the sandy beach shall not be permitted. Concentrated outfalls to the sandy beach shall be minimized and set above the High High Tide Line.

A more detailed analysis of existing conditions and project impacts is discussed in the "City of Imperial Beach, Seacoast District Specific Plan Environmental Impact Report".

B. PUBLIC SERVICES

Public services to be considered in any development proposed for the Beachfront Specific Plan include Sheriff, fire protection, and schools. Existing public service provision is described in the Environmental Impact Report.

1. Sheriff's Protection

The project will generate approximately 145,000 sq. ft. of residential use; 278,000 sq. ft. of hotel space including hotel commercial; and 178,000 sq. ft. of retail commercial and restaurant use, at total buildout. This reflects a reduction in existing residential land uses and an increase in commercial and tourist-related activities in the area. A change in the types of crimes could result from this change in land use. This will not affect the Sheriff's Department's ability to respond or provide adequate protection.

Attention will be given during the design review of the project to provide adequate access and lighting for ease of patrolling the project by auto, especially for remote and/or heavily landscaped areas that might be attractive nuisances for undesirable activity.

Development within the project shall include security measures and devices that discourage theft and vandalism.

The developer shall review with the Sheriff's Department the nature of the development and types of security measures appropriate to include it.

The developer shall record CC & R's which contain measures for provision of on-site security to be maintained by property owners association if determined by the City Planning Department that such measures are needed to mitigate impacts on Sheriff's services or to enhance the quality of the development. This may include the provision of private security services.

2. Fire Protection

The City of Imperial Beach response time to the project area is less than five minutes. The City has an automatic aid agreement with the City of San Diego. The nearest San Diego fire station to the project is located at Coronado Avenue and Hollister Street, approximately three miles east of the project. This station would respond to an alarm also with 5 minutes with adequate equipment to respond to a 9-story structural fire. Other service calls include emergency medical care and courtesy calls.

The project will reduce the proportion of residential use in the project area and increase the commercial and tourist activities. Although an increase in population is expected, this increase will not adversely impact the fire department's capability for providing adequate response and fire protection.

All project specific fire prevention measures (such as construction materials and plumbing) shall be handled at the appropriate time when site plans are available.

The developer shall comply with all the requirements of the City of Imperial Beach Fire Department in providing adequate fire flow, number and location of hydrants, building clearances, and street turning radii for access.

3. Schools

The project will reduce the number of potential residents within the project area based on allowable residential density within the existing General Plan. The project will most likely reduce the number of residents currently living in the project area. The students which may be displaced by the project may relocate to nearby areas. Schools in the areas are currently below capacity. The project shall have no adverse impact on schools.

V. OPEN SPACE AND NATURAL RESOURCES

The open space and natural resources section of the Specific Plan identifies methods to conserve, preserve and maintain open space areas for public enjoyment, buffering between incompatible land uses, preservation of coastal access, provide recreational opportunities and maintain scenic views.

A. PROTECTION AND DEVELOPMENT FROM NATURAL DISASTERS

Potential hazards from natural environmental hazards are discussed in the "Environmental Impact Report, Imperial Beach Seacoast District Specific Plan." All public improvements in the beachfront area will be designed to resist the impacts of the marine environment including salt spray, wind, and storm generated tidal run-up. In addition, the site drainage systems, site grading and finished floor elevations of buildings will take into consideration these impacts.

Specific mitigation of beach erosion will be provided by construction of an off-shore submerged reef by the U.S. Army Corps of Engineers.

No coastal development permits shall be issued for beachfront development within the Specific Plan area until construction of the offshore breakwater has commenced. In the event that the off-shore breakwater is not approved for installation, an alternative long-term comprehensive solution to the problem of beach erosion shall be submitted to the Coastal Commission by the City as part of the Specific Plan within a two year period following incorporation of the Specific Plan into the Local Coastal Program. The alternative solution shall be subject to review and approval by the California Coastal Commission and shall be implemented within two years following the date of said approval. In the interim period prior to development and implementation of this alternative shoreline protection, any development proposals fronting the beach shall incorporate temporary protective measures designed to adequately protect the structure while minimizing impacts off-site and on shoreline processes. The temporary protective devices shall not encroach any farther seaward than the western limit of Ocean Boulevard (paper street). As a condition of approval of any coastal development permits for beachfront development, the property owner shall agree to participate in development of the long-term comprehensive solution and shall assure removal of the temporary protective devices upon implementation of the comprehensive device through bonding or other acceptable means.

B. OUTDOOR RECREATION REQUIREMENTS

1. OPEN SPACE/PARKS

- a. Intended to provide areas for both passive and active recreation. The open space areas are used as a buffer between high density commercial uses. The open space requirement in this Specific Plan fulfills the Coastal Access requirements of the Coastal Commission.

The present beach and pier development itself provides a significant outdoor recreation resource for the community and the region. The Specific Plan proposes to enhance the existing resource by increasing access to the beach and pier, adding amenities of the new plaza, pedestrian and bicycle promenade, beach parks and streetscape improvements. Also, linkages proposed with the estuary will add a significant passive recreation resource. Related projects include a visitors interpretive center to be developed by the State of California to the southeast of the project area, and pier rehabilitation/restoration/reconstruction.

- b. Uses

- 1. Public parks
- 2. Walkways, boardwalks

The City will adopt a park fees ordinance to help offset the cost of park acquisition and development.

- c. Phasing of Development

Regarding acquisition of land for open space within Dunes Park and the public plaza at a minimum, land area equivalent to the street and right-of-way between Palm Avenue and Imperial Beach Boulevard shall be secured for use as public park and recreational area. Prior to issuance of coastal development permits for projects within the Beachfront Hotel District, the commercial development within the Pier Plaza District and the Dunes Park Development Overlay District, public recreational land shall be acquired in an amount equivalent to the land area eliminated from public right-of-way in the proposed project.

C. STANDARDS FOR CONSERVATION OF RESOURCES IN SITE AND BUILDING DESIGN

Detailed standards for the following area described in the Design Guidelines (See Appendix "A").

1. All site landscaping, including planting and irrigation will be selected for compatibility with water conservation practices.
2. Buildings will be designed to present energy codes and provide for solar access (described in the Architectural Design Guidelines).

VI. DESIGN REVIEW GUIDELINES

The Design Review Guidelines of the Specific Plan seek to accomplish two primary objectives. The first is to establish general controls which will ensure consistency in design and promote visual quality of the Imperial Beach beachfront. The second is to encourage innovative and imaginative designs for individual structures and storefronts within the perimeters set by the design guidelines. The Guidelines, while complimentary within the entire plan area have been designed to afford the individual property owner with some degree of flexibility. The Guidelines provide the individual developer with the assurance that the value resulting from the cost involved in preparing and building a quality design will not be negated by adjacent developments which are poorly designed or constructed.

The use of similar architectural features and design elements will be required. In addition, developers, where possible, shall incorporate elements and architectural features having a cultural or historical relationship to Imperial Beach. The Design Review Guidelines (Appendix "A") shall be used by the Architectural Design Review Advisory Committee in Site Plan and Design Review pursuant to Section 19.83. of the Municipal Code.

Architectural character will be controlled by specific guidelines regarding the use of materials and colors, roofline, heights, and architectural details, which are described in Appendix "A".

VII. RELATIONSHIP TO THE GENERAL PLAN/LOCAL COASTAL PLAN

The Imperial Beach Beachfront Specific Plan is an implementing document for a portion of the Local Coastal Plan of the City of Imperial Beach. As such, and in accord with the requirements of state law for Specific Plans, it is important that a clear and direct relationship exists between the City's Local Coastal Plan and this Specific Plan.

The Seacoast District Specific Plan is required prior to discretionary development approval in the Seacoast Zones. The Specific Plan sets standards which supercede the Zoning Ordinance's Seacoast Commercial and Seacoast Commercial-Residential designations, and is in many cases more detailed.

The Seacoast District Specific Plan is consistent with the Local Coastal Plan. The following are policies which are related directly to the Seacoast District Specific Plan, and how these policies are addressed.

A. COMMUNITY DESIGN ELEMENT

Community Design Element, Community Design Plan.

1. Statement - "For structures in the community (with the exception of the Seacoast District) building heights should not exceed three stories above ground level. The required design review process should evaluate the visual impact on the total landscape whenever specialized structures, such as church towers, are permitted to exceed this three-story limit." Heights for structures within the Seacoast District shall be regulated by the "Seacoast District Specific Plan" and its Design Guidelines.
1. Response - The Seacoast District Specific Plan will allow structures taller than three stories in specialized cases. The proposed hotel developments will exceed the three story, forty foot height limit. The height of the hotels will be limited by the number of rooms, parking availability and coordination with the design guidelines of the Specific Plan.

The Mixed Use Commercial/Residential development shall be allowed to exceed three stories for "cupolas" or "towers". These design features shall in no case exceed four stories.

B. LAND USE ELEMENT

1. "General Policy Statement"

City will constantly strive to maintain and improve the quality of the beach.

IMPLEMENTATION DIRECTIVES

- The City shall make the provisions of adequate parking the highest priority, and where feasible, provide in-lieu parking.
- Up-grade restrooms, parking and picnic facilities.
- A continuing sand cleaning program should be considered for implementation."

1. Response - The Seacoast Specific Plan when implemented will upgrade the quality of the Beach by providing permanent park areas, upgraded public facilities and adequate parking.

2. "General Policy, Statement"

Land development priorities should be directed toward those uses which maximize revenues, minimize required services and do not add to population growth pressures. Preference should be given to tourist-commercial and recreation uses instead of housing, service-commercial and industrial uses.

IMPLEMENTATION DIRECTIVES

- The City should seek ways to attract tourist oriented commercial and recreational developments."

3. "General Policy, Statement"

Imperial Beach should provide, enhance and expand the tourist commercial uses to the extent that they can be compatible with the residential function of the City."

IMPLEMENTATION DIRECTIVES

- The City of Imperial Beach should encourage the development of motels and hotels necessary to support the tourist commercial uses, so long as such development does not create unsightly visual usage, high traffic congestion or detrimental to levels of public services to be provided.
- The City should conduct a broad investigation of the problems and potential of non-vehicular (pedestrian) traffic within the tourist oriented business districts.
- The City shall conduct a thorough study of parking problems, current and future, within the seacoast district to determine methods for providing adequate, City and/or privately owned, off-street parking, through appropriate assessment districts or

other implementation techniques and implement corrective measures.

- Additional visitor-serving facilities which may prove to be difficult to locate in existing developed areas near the beachfront area may need to be considered at other locations within the community.
- Time-share conversions of existing motel/hotel facilities shall not be permitted unless comparable replacement units will be provided on-site or elsewhere within the Imperial Beach coastal zone."

4. "General Policy, Statement

The City should retain a mixture of residential and commercial uses in the Seacoast District in accordance with the CT zoning district standards.

IMPLEMENTATION DIRECTIVES

- The Seacoast District should be improved and rehabilitated.
- The construction of a lateral beach front boardwalk shall only be permitted after California Coastal Commission review and approval based on consistency with the policies of Chapter 3 of the Coastal Act of a specific design.
- The City should consult with the Coastal Conservancy for assistance with development of the Seacoast area."

2,3,4 Response - The Seacoast District Specific Plan encourages a mix of Tourist Commercial and Residential uses. A cornerstone of the plan is the proposed development of a major resort hotel in the South west corner and a second hotel on the North easterly quarter of the project area.

5. "General Policy (Coastal access and circulation), Statement

The City of Imperial Beach should protect and enhance lateral beach access and continue to formalize shoreline prescriptive rights.

IMPLEMENTATION DIRECTIVES

- The City will cooperate with the State to insure that lateral beach access is protected and enhanced to the maximum degree feasible, and will continue to formalize shoreline prescriptive rights. Irrevocable offers of dedication for lateral and vertical accessways between the mean high tide line and the base of protective works or the first line of vegetation shall be required in new development consistent with Section 30211 and 30212 of the California Coastal Act of 1976.

- The City will encourage the appropriate State and Federal agencies including the Coastal Conservancy to reserve and provide a parking area at the southern terminus of Seacoast Drive for public beach parking.

This area shall be designated "Public Facility - Parking" on the Land Use Map.

- If the parking area bounded by Evergreen and Elder west of Seacoast Drive (First Street) is converted to use other than parking, the City shall concurrently with such conversion provide an alternative parking site (s) nearby of an equivalent number of parking spaces. The replacement parking site or sites shall be located between Palm Avenue and Imperial Beach Boulevard west of Third Street."
5. Response - The Seacoast District Specific Plan will insure beach access through construction of a public boardwalk, public plaza and park areas.
 6. "General Policy, Statement

"The City shall adopt Design Guidelines for the Seacoast District."

IMPLEMENTATION DIRECTIVES

- Detailed design standards and criteria should be developed for the seacoast area. The standards and criteria should provide specific direction as to the design quality and image desired by the community.
- The design criteria should establish a central "theme" or means for continuity which ties together the various physical and visual elements of the seacoast area. (Considerations of compatible colors, materials, roof forms, building heights and facades all provide possible means for achieving continuity.)
- In particular, detailed design standards and criteria for the seacoast area should address each of the following considerations:
 - A design vocabulary which incorporates more natural building materials, colors and textures.
 - A low, yet more irregular skyline characterized by an open, free-flowing quality of development.
 - A "theme" of shelter expressed by the use of sloped roofs, generous overhangs and overhead screening devices.
 - Develop an approved list of appropriate landscaping materials.

- The use of separated pedestrian paths and interior walkways which afford the shopper a greater protection from vehicular traffic, noise, fumes and congestion.
 - The introduction of focal points of interest and excitement, such as: fountains, kiosks, sculpture, graphic displays seating, recreation areas, viewing and meditation areas."
6. Response - The Seacoast District Specific Plan includes design guidelines that meet the implementation directives in the above General Policy (6). The design standards have been created through a series of public workshops in which the community determined how it wanted its beachfront to look.
7. "Development of Specific Plans, Statement
- Several General Plan proposals indicate the need for more detailed plans pertaining to particular areas of the Community. These areas include: (1) the seacoast area and beachfront, (2) Ream Field, (3) and the area designated Urban Reserve: Marine Oriented.
- The specific plans for each area should detail further the general location, extent and design of the land uses proposed in the Land Use Element and other elements of the General Plan. Such features as building site locations, open space, landscaping, circulation (pedestrian, bicycle, vehicular and public transit), off-street parking and building design should be detailed by each specific plan. Once such plans are prepared and officially adopted, each area would be zoned and developed accordingly."
7. Response - The Seacoast District Specific Plan provides the detailed plan for the City's Beachfront area that is recommended in the Land Use Element (above) of the Local Coastal Plan.

C. OPEN SPACE AND CONSERVATION ELEMENT

1. "General Policy, Statement

Develop open space and landscaping standards for the beach area.

IMPLEMENTATION DIRECTIVES

The City shall prepare standards relative to the maintenance of public access to beaches, interconnecting green spaces on public and private properties, development of vistas, the landscaping of streets and the development of parks and recreational areas.

An evaluation should be made of securing additional public access to the beach area including acquiring lost public access."

1. Response - The Seacoast District Specific Plan Design Guidelines detail landscaping criteria to be used in the beach area. The Specific Plan expands the opportunity for increased public access to the beachfront. The Specific Plan also provides for public pedestrian accessway and visual corridors linking major activity areas and the beach as well as open space areas connecting Seacoast Drive to the beach.

D. PARKS AND RECREATION ELEMENT

1. Development of a Pedestrian Boardwalk, Statement

The construction of a lateral beachfront boardwalk will only be permitted after Coastal Commission review and approval. Ocean Boulevard, currently a "paper" street could be converted into a broad pedestrian walkway with abundant landscaping, a boardwalk or similar attraction and beachfaring businesses. The proposed beach boardwalk should be of a design consistent with the policies of Chapter 3 of the Coastal Act. Measures to implement such a plan might include the creation of a special assessment district, requiring developers to participate as new development or redevelopment occurs along the beachfront, the setting aside of increased sales tax revenues resulting from additional business activity in the beachfront area, the levying of a special parking fee at the proposed new public parking lots or a combination of the above.

1. Response - The Seacoast District Specific Plan calls for a pedestrian promenade which is separate from bicycle and automobile access and which interconnects various land uses westerly of Seacoast Drive with the beach.

2. "Increase Tourist Related Commercial Land Uses, Statement

The City and its business community should take direct action to increase the amount of tourist oriented businesses both along the beachfront and inland. Businesses which rely on immediate access to the beach, such as concession stands, small restaurants oriented to beach goers, speciality shops and bait shops should be given priority in locating close to the beach. Other businesses which rely on tourist trade, such as motels, hotels and dinner restaurants, but not an immediate access to the beach, should be encouraged to locate in already existing inland commercial areas.

Additional acreage decoted to tourist-oriented commercial enterprises must be allocated with great sensitivity to the locational needs of such businesses and the need to create a quality beach-oriented community. In this regard, it is recommended that:

- a. A detailed economic study be undertaken to analyze with a high degree of preciseness the locational needs of beach-oriented businesses;
- b. Future beach service commercial uses be oriented toward serving a pedestrian clientele, as in the development of a boardwalk fronting the beach lined with businesses near major activity hubs and high quality residential uses between the commercial uses.
- c. The most intense concentration of beach serving commercial uses should be concentrated around the Municipal Pier with secondary nodes at the western ends of Palm Avenue and Imperial Beach Boulevard."

3. "Visitor-Serving Support Facilities, Statement

Existing support facilities such as motels, hotels, restaurants and shops do not presently meet the needs of the beach visiting population. The area with the most potential for locating additional visitor-serving facilities is the area in the vicinity of the municipal pier along Fire Street. This area possesses a large percentage of the City's remaining urban vacant land combined with an existing focal point for development, the municipal pier.

Since vacant land is in short supply in the immediate beach area, care must be taken to locate support facilities in such a manner so that those which are most dependent on beachfront business receive priority in locating on or near the beach. Mixed uses should also be considered, such as first floor shops and second story motel/hotel facilities. The focus of commercial support facilities should be on the municipal pier area with secondary centers at Palm Avenue and Imperial Beach Boulevard. Of prime concern is the provision of first class hotels or motels and a wide range of eating establishments. Speciality shops should also be encouraged."

4. "Design of Visitor and Recreational Facilities, Statement

The City should research and adopt, following extensive public discussion, a detailed and comprehensive set of design criteria for the whole beach area in order to increase its attractiveness as a significant recreational resource. The Community Design Element contains interim design policies which should be implemented at the earliest possible date followed by more detailed and refined design guidelines as they are developed. Such guidelines can be implemented through the auspices of a special zoning district, guidelines adopted by City Council resolution, through a specific plan, or a combination of these and other public policy vehicles."

5. "Specific Plans, Statement

As proposed in both the Land Use Element and the Community Design Element, a specific plan should be adopted for the whole beach area. The specific plan should serve as a mechanism for establishing precise and detailed land use and design guidance for the beachfront community. Both the Land Use and Community Design Elements contain detailed descriptions of what the specific plan should contain and how it should be used."

2,3,4,5

Response - The Seacoast Specific Plan created after a detailed Market Study and Community Design Workshops will increase the tourist commercial and visitor serving uses in the beach area. The implementation of the plan through the construction of hotels, restaurants and speciality shops will provide a strong economic base to the community.

E. SHORELINE ACCESS ELEMENT

1. Statement - The City has adopted various street-end improvement policies designed to facilitate beach access while providing additional parking utilizing existing street rights-of-way. The policies are as follows:
 1. All existing street-ends under City ownership that can provide public access to coastal resources (to include bays) shall generally be retained.
 2. In the event that public access and the public interest may be served by the alteration or development of street-ends, the City may consider vacation, when:
 - a. Such action would permit larger-scale development requiring the consolidation of two (2) or more lots, including the public street right-of-way, and
 - b. Such larger scale development involves a use related to public recreation and/or visitor-serving facilities, and
 - c. Such development incorporates within its plans and building designs:
 - (1) A means of maintaining or restoring physical public access to the shoreline, and
 - (2) A means of maintaining visual public access to the shoreline, and
 - (3) A means of maintaining or restoring public vehicular parking.
 3. Public access and parking incorporated with such development shall be dedicated to the City and serve as a condition to the continued use and operation of such development.
 4. Where street-ends are to be retained, the City shall prepare detailed design plans for each on an individual basis and include the ultimate right-of-way. Temporary design solutions may be applied to the existing paved street area, such as striping or restriping (if a gain in parking may be achieved), however, such temporary measures shall be in harmony with the ultimate design solutions.
 5. Each design for street-ends shall consider:
 - a. Maximizing parking
 - b. Pedestrian access to the wet sands
 - c. Public access signs
 - d. Landscaping
 - e. Lighting
 - f. Emergency vehicle access
 - g. Provisions for wheelchairs

- h. Compact cars
 - i. Minimizing maintenance
 - j. Bicycle racks, and
 - k. Parking spaces for the handicapped."
1. Response - The Seacoast Specific Plan meets the goals of the Local Coastal Plan by increasing public access to the beach area. The Specific Plan will keep Palm Avenue and Imperial Beach Boulevard street-ends open. Imperial Beach Boulevard will end in a public parking lot. The westerly end of Palm Avenue will develop as a "turn around" and focal point for the north end of the project area.

The remaining street-ends will be eliminated west of Seacoast Drive. The elimination of the street-ends will, however, enable the development of more public access opportunities and more public parking areas.

VIII. IMPLEMENTATION AND PHASING

The implementation program of the Specific Plan is open ended and adaptable to a wide range of private investment and public financing. The program allows for development by several individual projects, but is equally open to development by relatively few investors. The implementation tools involve:

1. Phasing of development.
2. Provision of public improvements.
3. Pier reconstruction.
4. Public acquisition of land.
5. Transfer of development, transfer of development rights.
6. Density bonus.
7. Private investment and financing.
8. Establishment of a Joint Powers Agreement.
9. Establishment of a Limited Partnership.
10. Promotion of tourism.
11. Establishment of a Parks Development and Maintenance District.
12. Adoption of a Parkland Dedication Ordinance.
13. Establishment of (a) Parking District(s) for development and maintenance of parking areas.
14. Application of Design Guidelines.
15. Estimated costs of Implementation.
16. Seacoast District Specific Plan Preparation Costs.
17. Seacoast District Specific Plan Implementation Requirements.
1. Phasing of Development.

Successful implementation of the Specific Plan requires initial development of a substantial amount of activity, including no less than an initial 250 room beachfront resort hotel facility and its associated commercial and recreational uses, and approximately 20,000 square feet of gross floor area in the pier commercial plaza, with both the commercial and hotel development fronting on an active public pier plaza on the west side of Seacoast Drive. As much public improvements as possible would be provided with the initial development phase. Optimum public improvements would involve the

realignment of Seacoast Drive if necessary, construction of the public pier plaza, reconstruction of the municipal pier, and aesthetic, streetscape improvements to Seacoast Drive and main corridors to the Seacoast District, i.e., Imperial Beach Boulevard, Palm Avenue, and 13th Street (see Phase I map, Figure 16). Actual construction of Phase I improvements, as well as construction of other uses and areas of the Specific Plan, vary over time, as needed. (More detailed discussion of necessary initial development is included in the market study prepared by the Goodkin Group and summarized in the Beachfront Restoration Plan).

2. Provision of Public Improvements.

Public improvements identified in the Seacoast District Specific Plan include:

- a. Streetscape improvements for Seacoast Drive, Palm Avenue and Imperial Beach Boulevard, and 13th Street, both within and beyond the Specific Plan Area boundaries. The streetscape improvements are needed in order to improve the visual quality of the area, and to appropriately direct visits to the Seacoast District, as well as to improve the City-wide image of Imperial Beach as a tourist and resort destination. Intended design for the improvements is described in the Design Guidelines.
- b. Reconstruction of the Municipal Pier for commercial and recreational activity - specific details for reconstruction must necessarily be addressed separately from the Specific Plan due to engineering design requirements which need to be determined (see also the discussion of pier reconstruction below);
- c. Water distribution system improvements (See Section IV A of the Specific Plan document);
- d. Sewerage system improvements (See Section IV A of the Specific Plan document);
- e. Flood control improvements (see Section IV A of the Specific Plan document).

A variety of sources for private/public financing or construction of the improvements may be utilized.

3. Pier Reconstruction.

The reconstruction of the pier to provide recreational and support commercial activities to the land uses in the Seacoast District has been identified as necessary for both tourism development of the area and for a desired public recreational resource for use by local residents. Support parking for the pier activities would be determined at the time pier plans were developed. The parking could be located in structures within identified parking areas in the

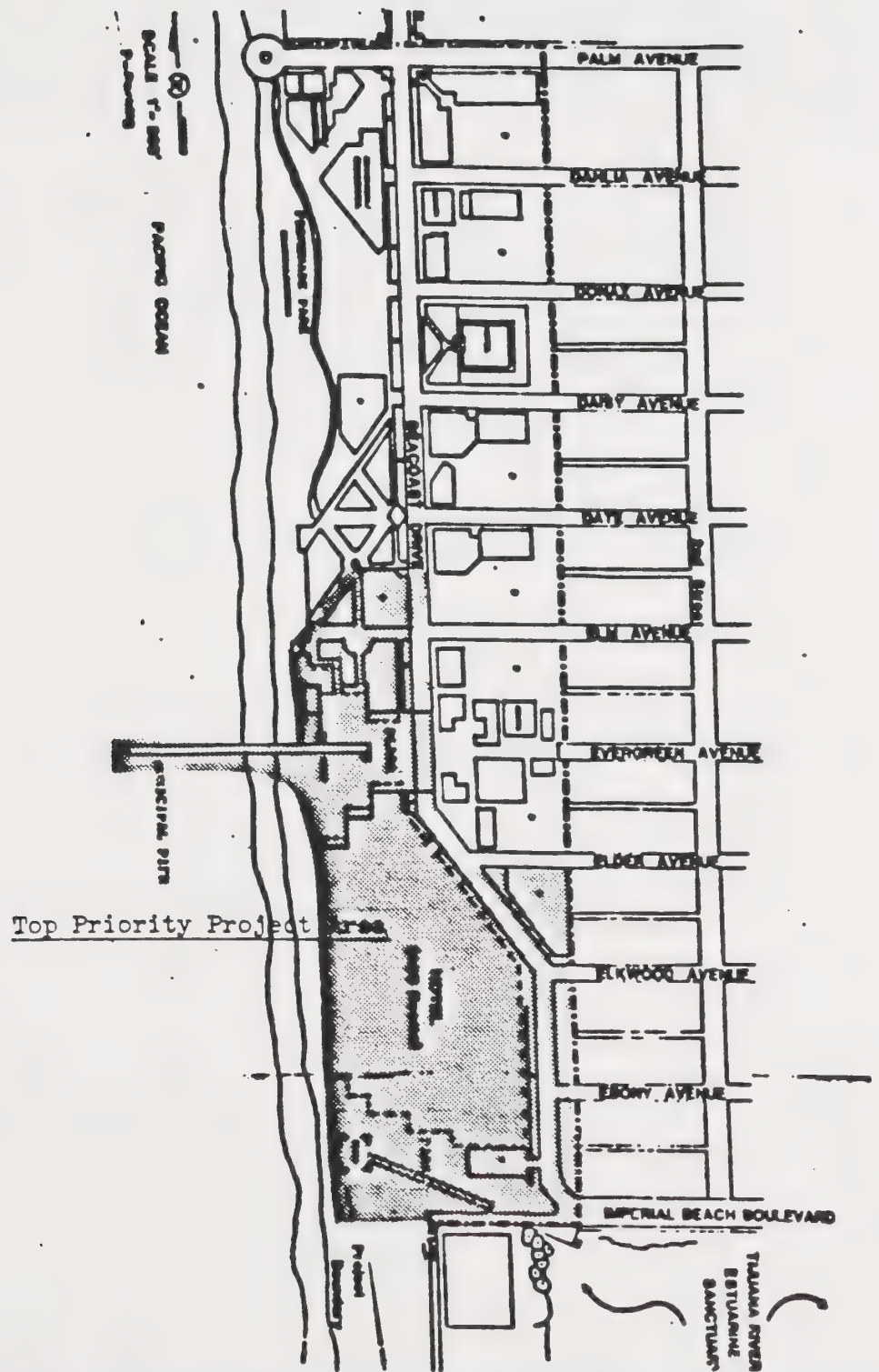


Figure 16 .

PHASING

Seacoast District, but the entire pier development and its associated parking will require evaluation for conformance to the Design Guidelines of the Seacoast District, as well as separate environmental review pursuant to the California Environmental Quality Act. A variety of private and public financing tools may be utilized for pier reconstruction.

4. Public Acquisition of Land.

Public acquisition of land is recognized as a necessary implementation tool without which the project is unlikely to succeed. Multiple property ownerships are one of several existing factors which have stymied potential tourist commercial activities from fully developing in the area. Different land acquisition scenarios include:

- a. Public acquisition and lease-back to private developers - this is the most desirable scenario for two reasons:
 - (1) Maximum generation of revenues to the public agency which is responsible for provision of services to the area; and
 - (2) public ownership and long-term control over the area.
- b. Public acquisition and negotiation for purchase of key parcels and cost write-down to encourage private development - This is less desirable due to long-term loss of ownership and loss of potential for direct recoupment of purchase costs. Lack of ownership would result in less public negotiating power in the future for development of property along the beachfront. The ownership may be necessary to complete full implementation of the plan and to balance costs and revenues on publicly owned land (parks versus hotel, for example).
- c. Establishment of park and parking districts (see discussion below).

The public's ability to acquire property will be limited by available assistance from the State of California, particularly the California Coastal Conservancy. Sources of State financial assistance include coastal access grants, park development bonds, and . Funding sources allow for both public and private development and for land acquisition, as well as for administrative costs of implementation.

5. Transfer of Development Rights.

Transfer of development rights is a concept for compensating owners of property who are requested or required to develop with less intensity than they are permitted by development regulations. In the case of the Seacoast District Specific Plan, it is a concept which may be utilized in conjunction with property acquisition to compensate owners who desire to participate in development of the area. For

example, owners of beachfront property designated for open space use may be interested in transferring their "development rights"* to other areas intended for such development. The ability to utilize the transfer will necessarily involve public land acquisition in areas designated for development in the Specific Plan.

*The concept of development rights raises legal issues which cannot be resolved in the Specific Plan. The right to develop property in the beachfront area is based on governmental approvals. Transfer of development rights will depend upon property acquisition and negotiation on a case by case basis based on actual approvals and market values.

6. Density Bonus.

The Specific Plan allows a density bonus as an incentive to provide commercial area in the Seacoast Mixed Use and Civic Plaza Districts. The criteria for the density bonus shall be based on:

- a. All other property development standards and design standards of the Specific Plan, as well as other applicable provisions of the General Plan and Local Coastal Plan, and of the Municipal Code shall be satisfied.
- b. The density bonus shall be subject to environmental review in addition to that completed for the Specific Plan, pursuant to the requirements of the California Environmental Quality Act.

7. Private Investment and Financing.

The extent to which private investment and financing is available will determine the extent to which it is relied upon in implementing the Specific Plan. Its use will be encouraged to the maximum possible extent in acquiring land for development sites, actual construction projects for tourist accommodations, tourist commercial and mixed residential/commercial projects. It will also be encouraged, where possible, for provision of necessary public improvements which are considered necessary for the success of private development projects.

8. Establishment of a Joint Powers Agreement.

A Joint Powers Agreement between the City and the State Coastal Conservancy may be necessary for successful implementation of the Plan. The Joint Powers Agreement would establish an agency to utilize the powers and authority of each separate entity and to ensure that the interests and resources of each entity were protected in implementing the Plan. The Specific Plan is unique since State interests and local interests are shared with regard to economic development, maximum provision of coastal access and protection of existing coastal communities and community identity.

9. Establishment of a Limited Partnership.

A Limited Partnership may be established to enable both property

owners to obtain or purchase shares in the ownership of the area and benefits from increased property values. The Limited Partnership would be most useful given the most public acquisition and retention of property in the area. The Limited Partnership would be controlled by governing authority in the JPA, which would act as General Partner in the corporation, which might be called the Imperial Beach Seacoast District Development Corporation.

10. Tourism Promotion.

The Specific Plan proposes an administrative branch of the City to promote the development of tourism in Imperial Beach. The tourism branch would be under the direction of the City Manager and would be responsible for coordinating with City and JPA staff.

11. Establishment of a Parks Development and Maintenance District.

The open space system proposed for the Seacoast District will need to be acquired, developed and maintained. The open space system consists of park areas, visual corridors and pedestrian easements and plazas. The entire community of Imperial Beach will benefit from the open space system, but most directly benefited will be the users and property owners in the Seacoast District and adjacent areas. Costs of acquisition, development and maintenance should be borne, at least in part, by properties within the Seacoast District. Approval of all new private uses and development in the area should be conditioned upon inclusion in the District. Assessment of costs should be based on a combination of assessed property valuation and/or revenue generation (from commercial projects). Additional funding should be generated by Quimby Act park land acquisition and development fees.

12. Adoption of a Park Land Dedication Ordinance.

All new subdivisions in the City will benefit from provision of park land in the Seacoast District and their approval may be conditioned upon park land fee exactions. The City does not currently require such exactions from subdivisions (which include condominiums) since the State Subdivision Map Act permits such exactions only when the City has adopted an ordinance regarding such exactions. The ordinance would require findings regarding the needs of the area for park land and regarding areas targeted for park land acquisition and development.

13. Establishment of (a) Parking District(s) for Development and Maintenance of Parking Areas.

Establishment of one or more parking districts is essential toward equitable provision of parking facilities serving off-site uses. The districts are essential toward implementation of the Seacoast Mixed-Use District, where several property owners may develop individual residential/commercial projects dependent upon a common parking and access arrangement. Strictly residential projects in the Mixed Use Districts will benefit by (a) the development opportunity permitted, and (b) the commercial vitality and ambience of the area,

and should be required to dedicate area toward a parking area easement and also to participate in the District (common parking access) based on property valuation and an equitable proportion of use. The parking district(s) would generate revenues for acquisition and maintenance of parking areas.

14. Application of Design Guidelines.

Design Guidelines prepared for development in the Seacoast District are essential in implementing a successful and attractive tourist commercial development while protecting the linkage between the Seacoast District and the community and protecting the interests of quality development in the area. The Design Guidelines are Appendix "A" of the Seacoast District Specific Plan.

15. Estimated Costs of Implementation.

Estimated Costs will vary during specific implementation projects.

Land acquisition costs for implementation of the Specific Plan are very rough estimates of between \$10,890,000 and \$54,450,000 (based on 25 net acres at a range of \$10 to \$50 per square foot). The need for public acquisition of the entire project area is not necessary for implementation. The City will be actively working with private land owners to help them develop their property in accordance with the Specific Plan. Acquisition of key parcels and their cost will vary significantly based upon location, existing improvements, and specific appraisals.

Public improvement costs are estimated as follows:

Seacoast Drive	
Realignment for hotel site*:	\$535,000
Seacoast Drive improvements from	
Palm to Evergreen with red parking	
and pedestrian extensions:	223,000
Palm Avenue cul-de-sac:	308,000
Street improvements, tower, restrooms:	
Palm Avenue City-wide landscaping.	
Imperial Beach Boulevard:	80,000
Dunes Park (promenade, bicycle path and,	
landscaping, restrooms, playground,	
parking (?):	507,000
South Seacoast Park:	278,000
Beach parking facilities.	
Landscaping.	
Kiosks.	
Pier Plaza, including lifeguard station and	
restrooms:	695,000
Mixed Use District Prototype:	
Typical parking area.	

* If necessary

16. Seacoast District Specific Plan Preparation Costs

Section 65453 of the Government Code requires the City to prepare and present a "complete cost breakdown" of the costs involved in preparation of the Specific Plan. The City is encouraged by State law to "undertake the work and responsibility for development of Specific Plans" and to assess those individuals receiving benefit from the plan to bear the costs of its preparation. "The legislative body, after adopting a Specific Plan, may impose a special fee upon persons seeking governmental approvals which are required to be in conformity with the Specific Plan." The following are the costs incurred in developing the Specific Plan over the past two years:

Staff costs:	\$ 66,000.00
Design Consultant:	33,000.00
Market Consultant:	31,275.00
Legal Consultant:	17,000.00
Fiscal Impact Consultant:	2,500.00
Misc. (printing, maps, etc.):	<u>5,000.00</u>
TOTAL	\$154,775.00
Overhead (10%):	<u>15,476.00</u>
TOTAL	\$170,252.50

The costs incurred in developing the Specific Plan were borne by the Coastal Conservancy and the 9th Year Community Development Block Grant Economic Revitalization (Imperial Beach Beachfront) and 1983 Jobs Bill accounts. The funding required from the General Fund was approximately \$17,000.

17. Seacoast Specific Plan District Implementation Requirements

The following will be required in successful implementation of the Specific Plan.

- a. Tourism promotion
- b. Administrative staff for Joint Powers Authority
- c. Continuing consultant services (i.e., architectural, economic, fiscal, engineering, etc.)

IX. APPENDICES

APPENDIX "A"

SEACOAST DISTRICT SPECIFIC PLAN DESIGN REVIEW GUIDELINES

APPENDIX "B"

FISCAL IMPACT ANALYSIS

REFERENCES

- A. Environmental Impact Report
City of Imperial Beach, California
Seacoast District Specific Plan
SCH #84032801
Graves Engineering
- B. Environmental Impact Report Appendices
Beachfront Development Area
City of Imperial Beach, California
SCH #84032801
Graves Engineering
- C. City of Imperial Beach
Beachfront Restoration Plan
Goodkin Group
November, 1983
- D. Fiscal Impact Analysis for City of Imperial Beach
Beachfront Restoration Project
Criterion Incorporated
June, 1984

project boundary map

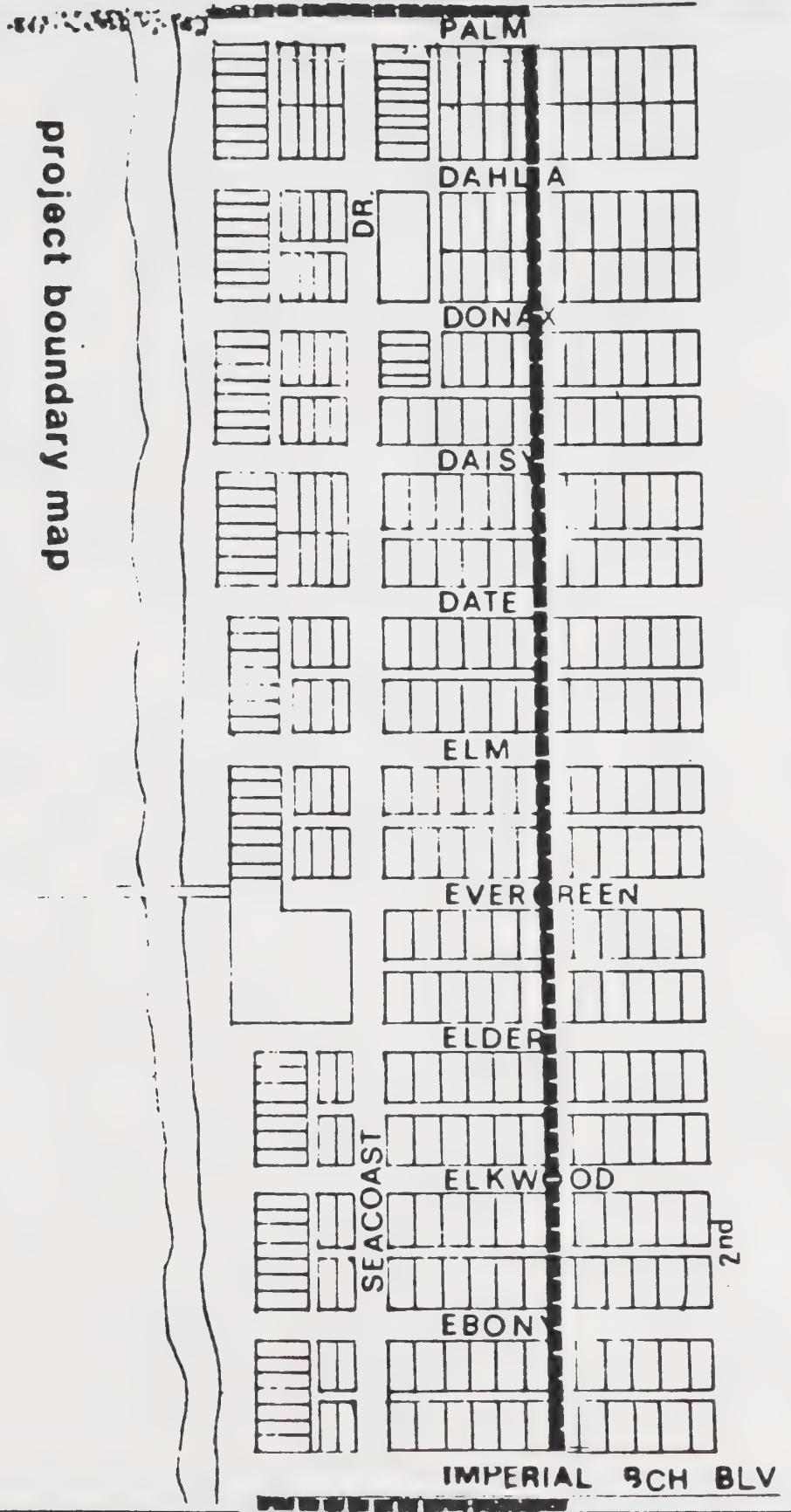


Figure 2. PROJECT BOUNDARY



Figure 3 . REGIONAL LOCATION

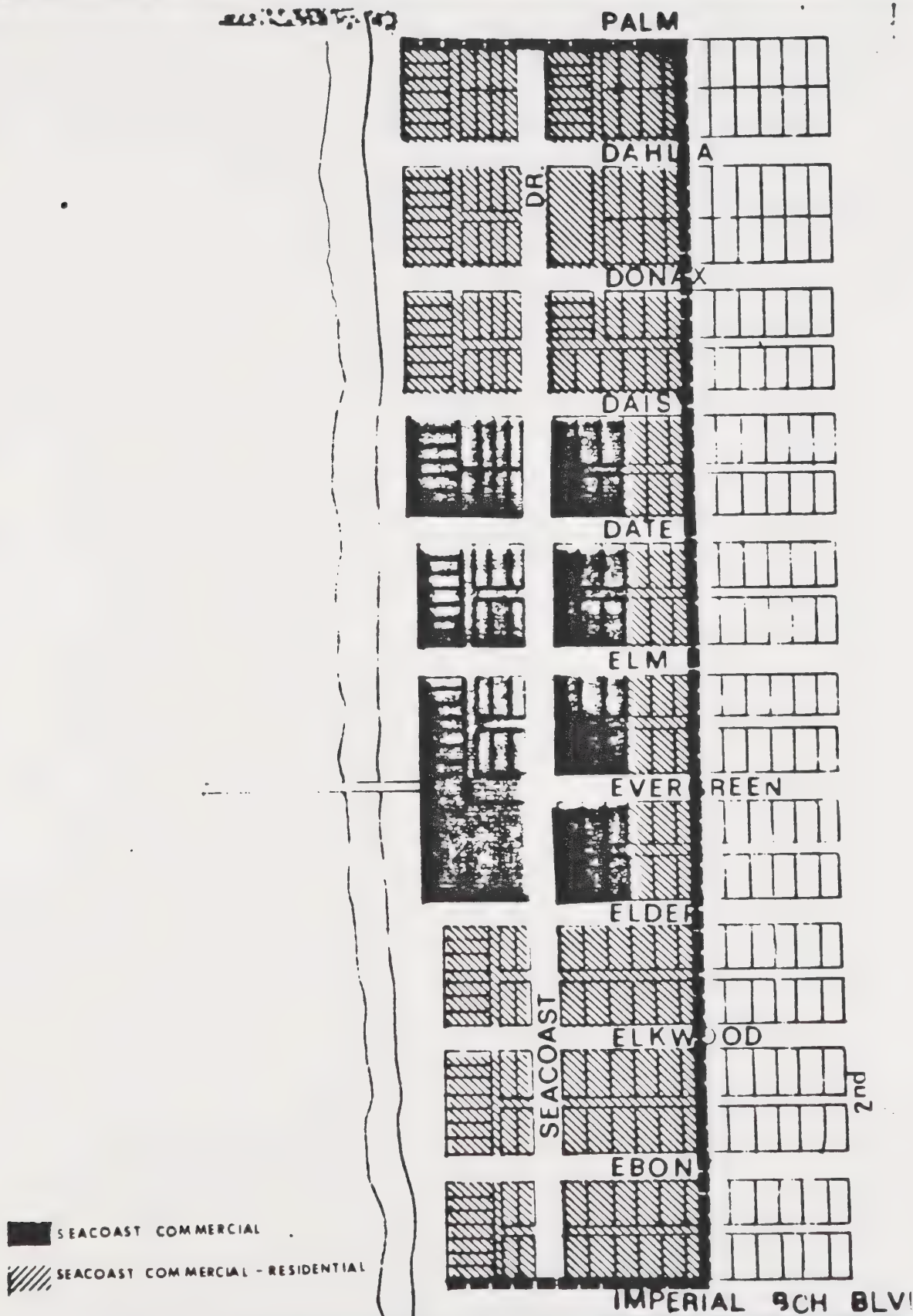


Figure 4. GENERAL PLAN

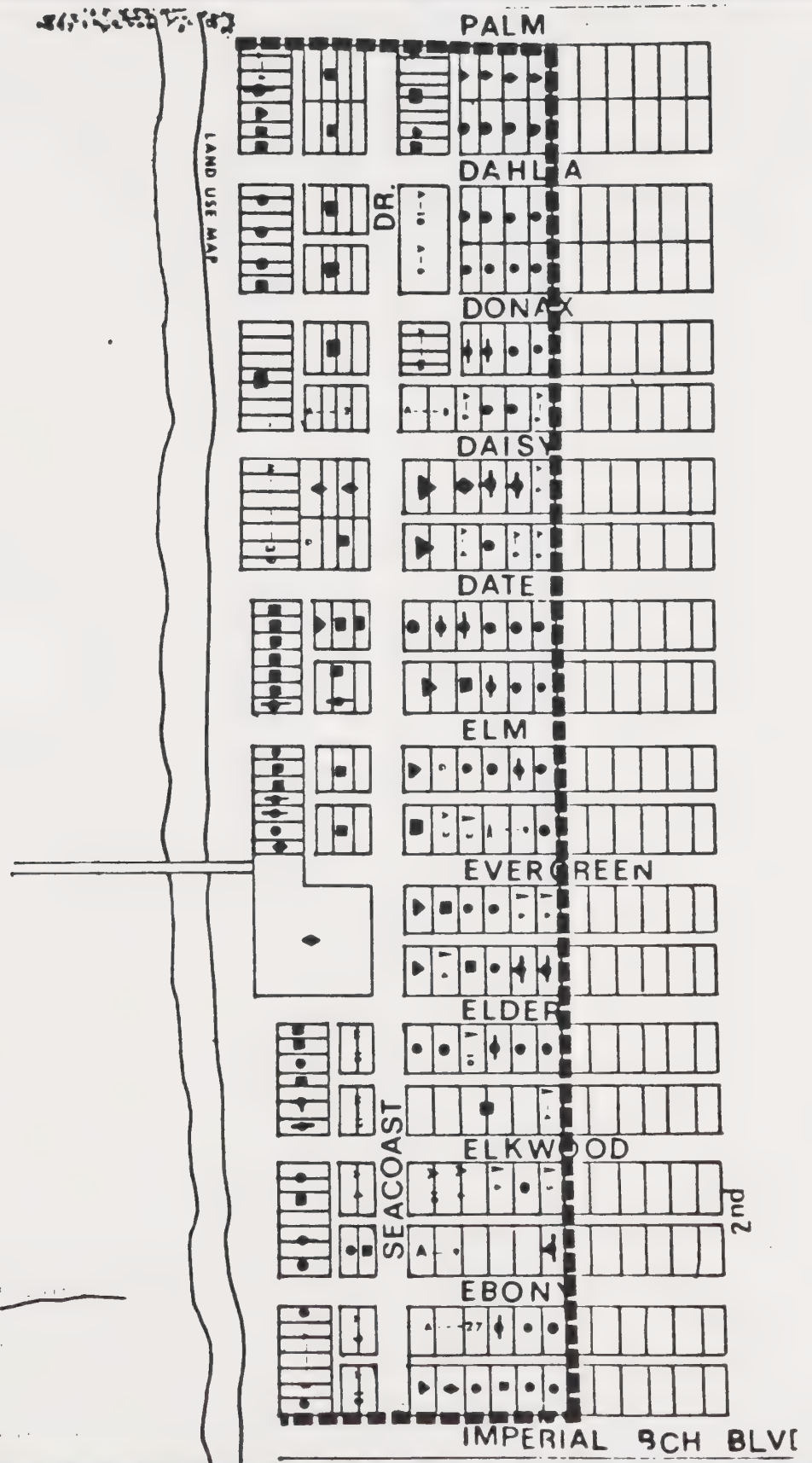


Figure 5. EXISTING LAND USE

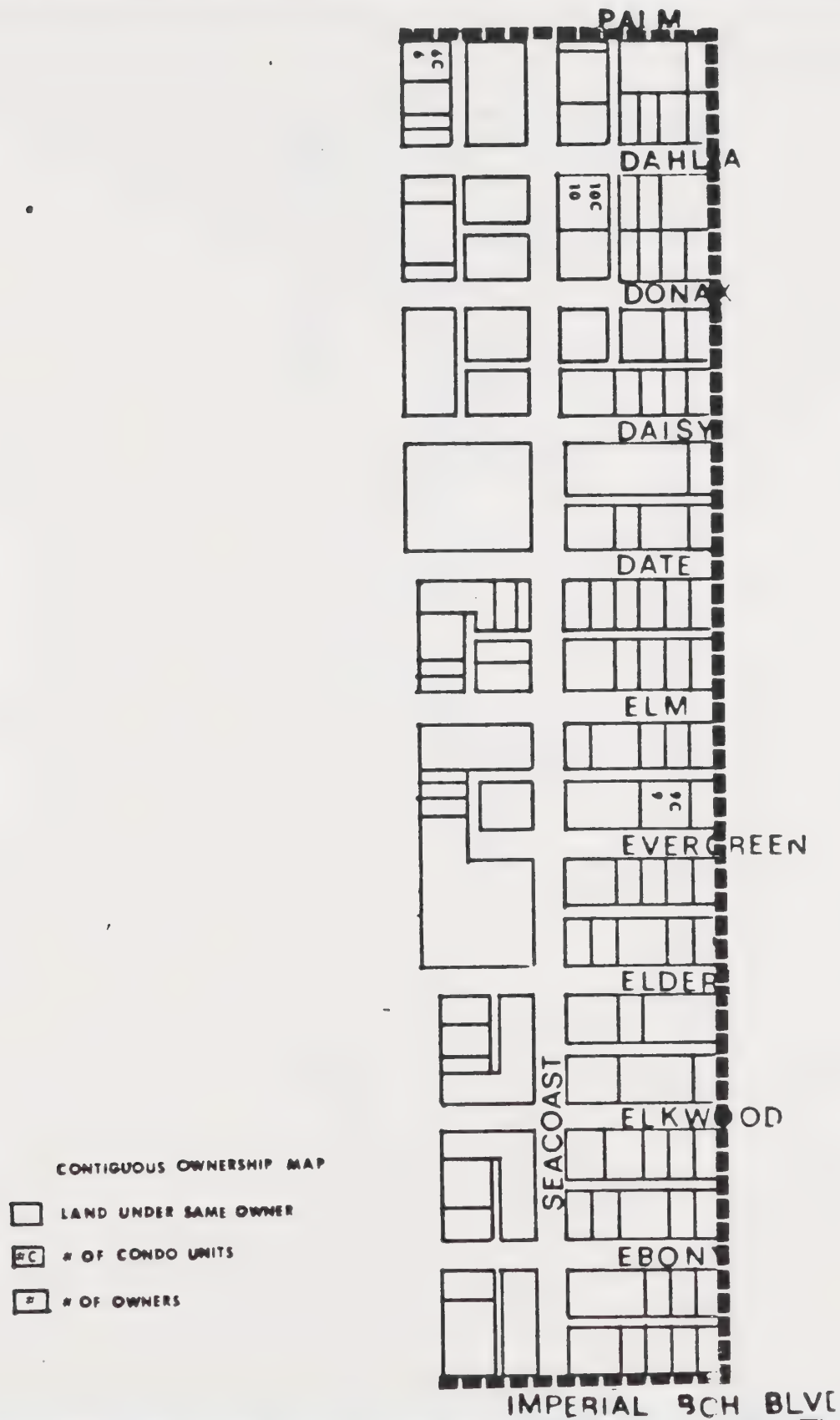


Figure 6. PROPERTY OWNERSHIP

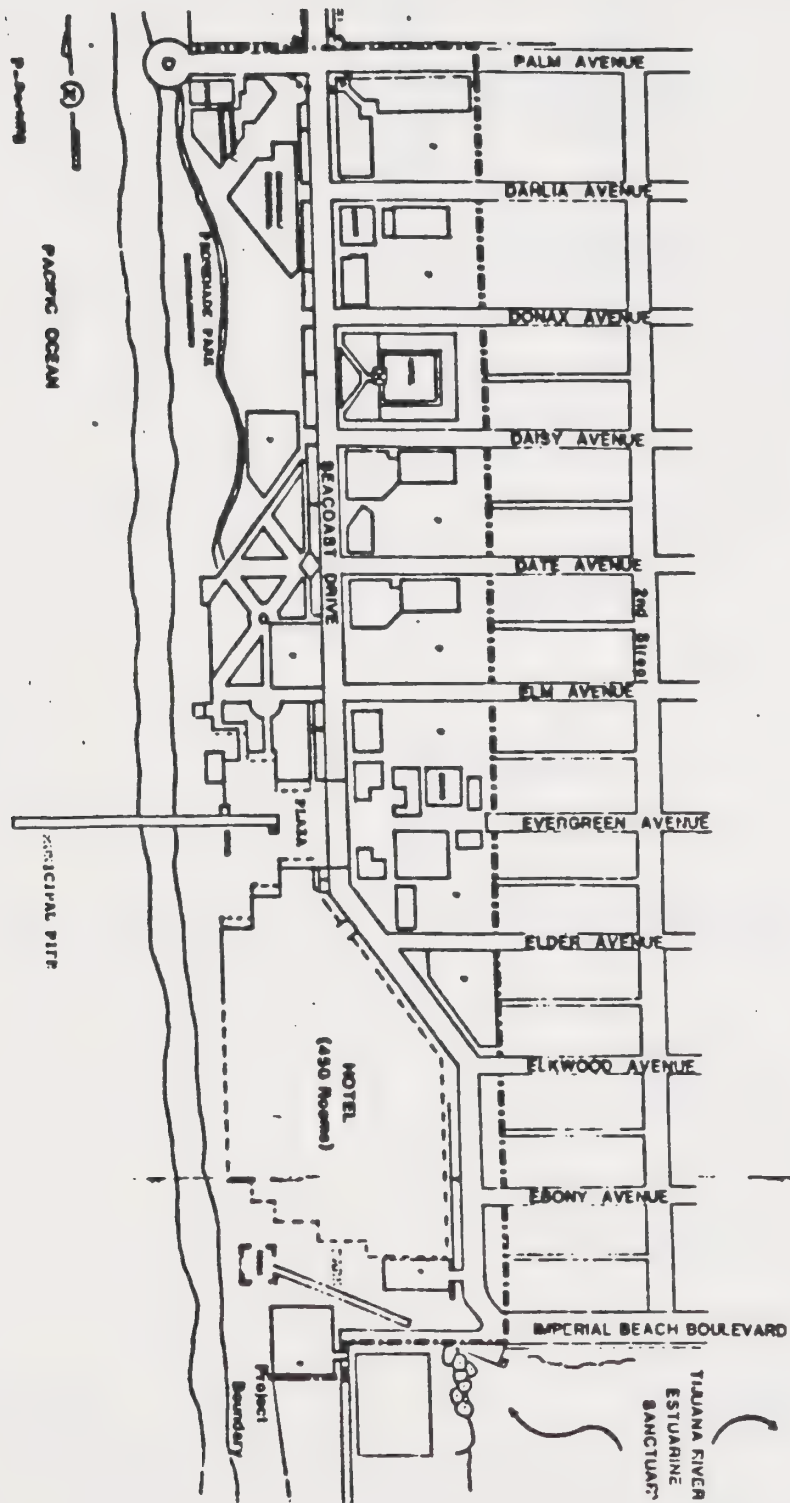


Figure 7. CONCEPTUAL
DEVELOPMENT SCHEME

1. DUNE CLIFF
2. DEVELOPMENT CORP
3. TREE PLAZA
4. BEACH FRONT HOTEL
5. OCEAN PLAZA
6. CIVIC PLAZA
7. PINELAND
8. HOTEL CORP

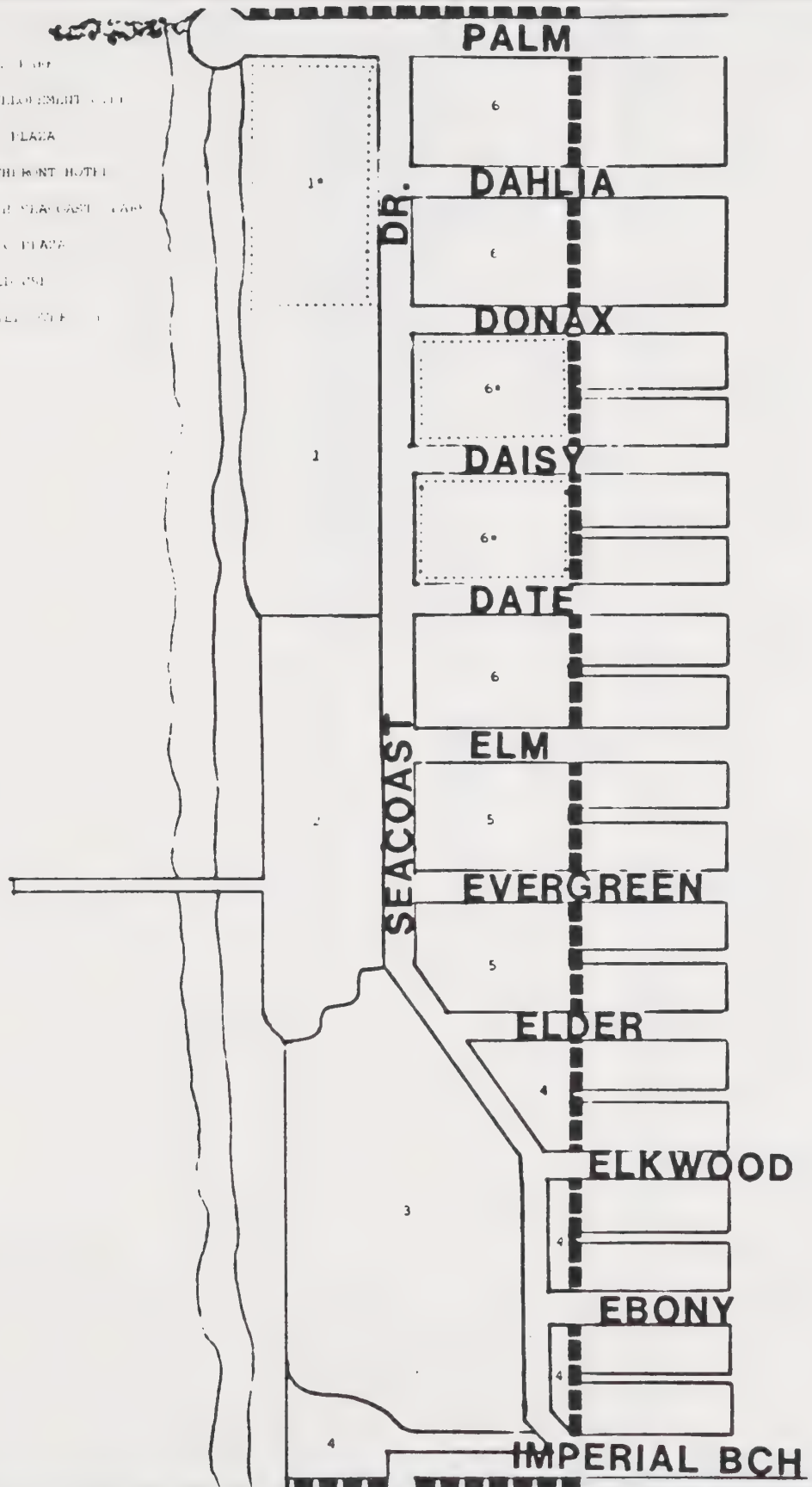


Figure 8. LAND USE DISTRICTS



1. DUNE PARK
- 1*. DEVELOPMENT OVERLAY
2. PIER PLAZA
3. BEACHFRONT HOTEL
4. SOUTH SEACOAST PARK
5. CIVIC PLAZA
6. MIXED USE
- 6*. HOTEL OVERLAY

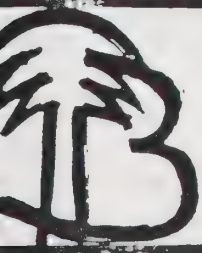
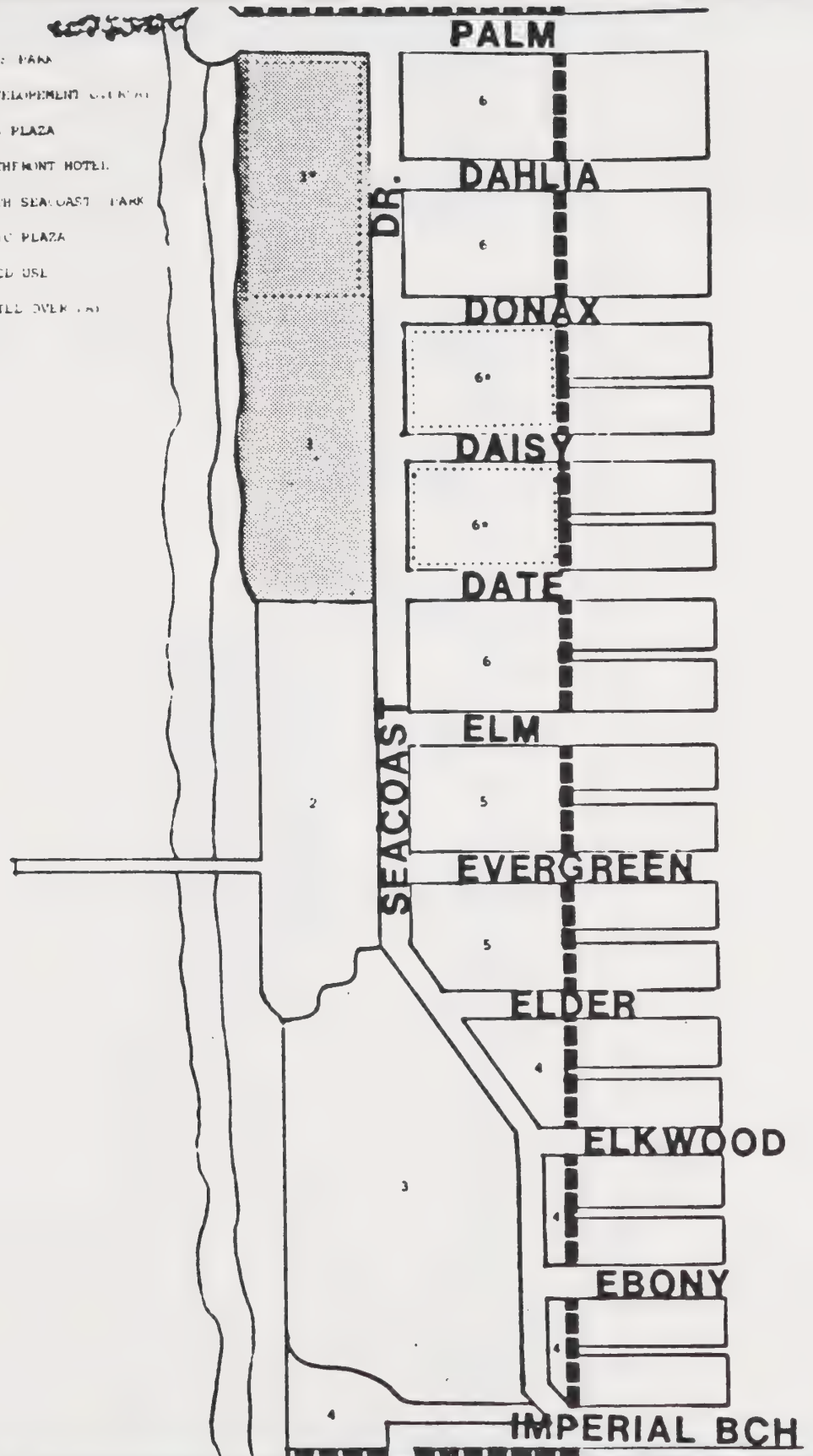


Figure 9. DUNES PARK DISTRICT

1. DUNE PARK
- 1*. DEVELOPMENT OVER DUNE PARK
2. PIER PLAZA
3. BEACHMONT HOTEL
4. SOUTH SEACOAST PARK
5. CIVIC PLAZA
6. MIXED USE
- 6*. HOTEL OVER CIVIC PLAZA

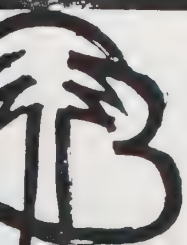
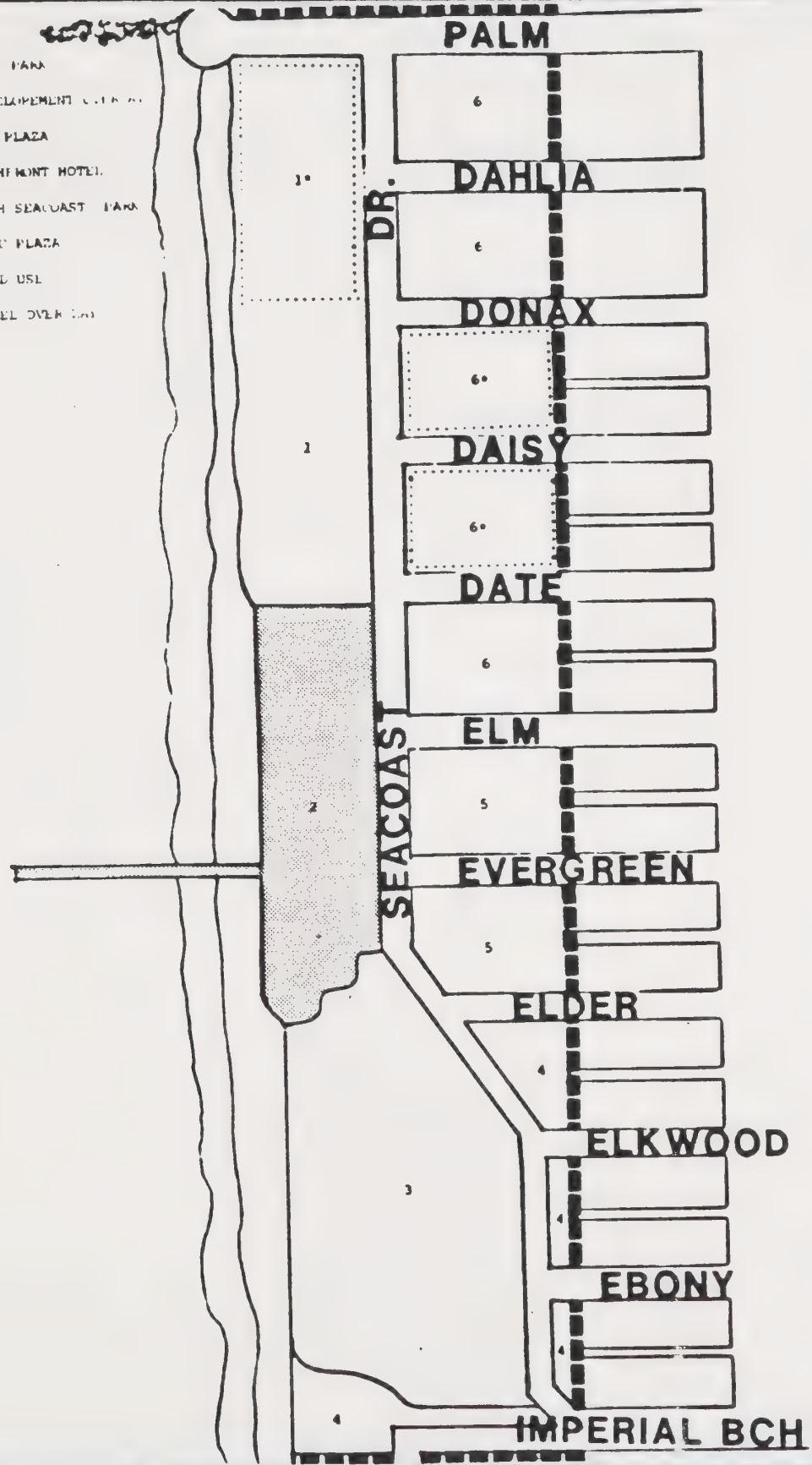


Figure 10. PIER PLAZA DISTRICT

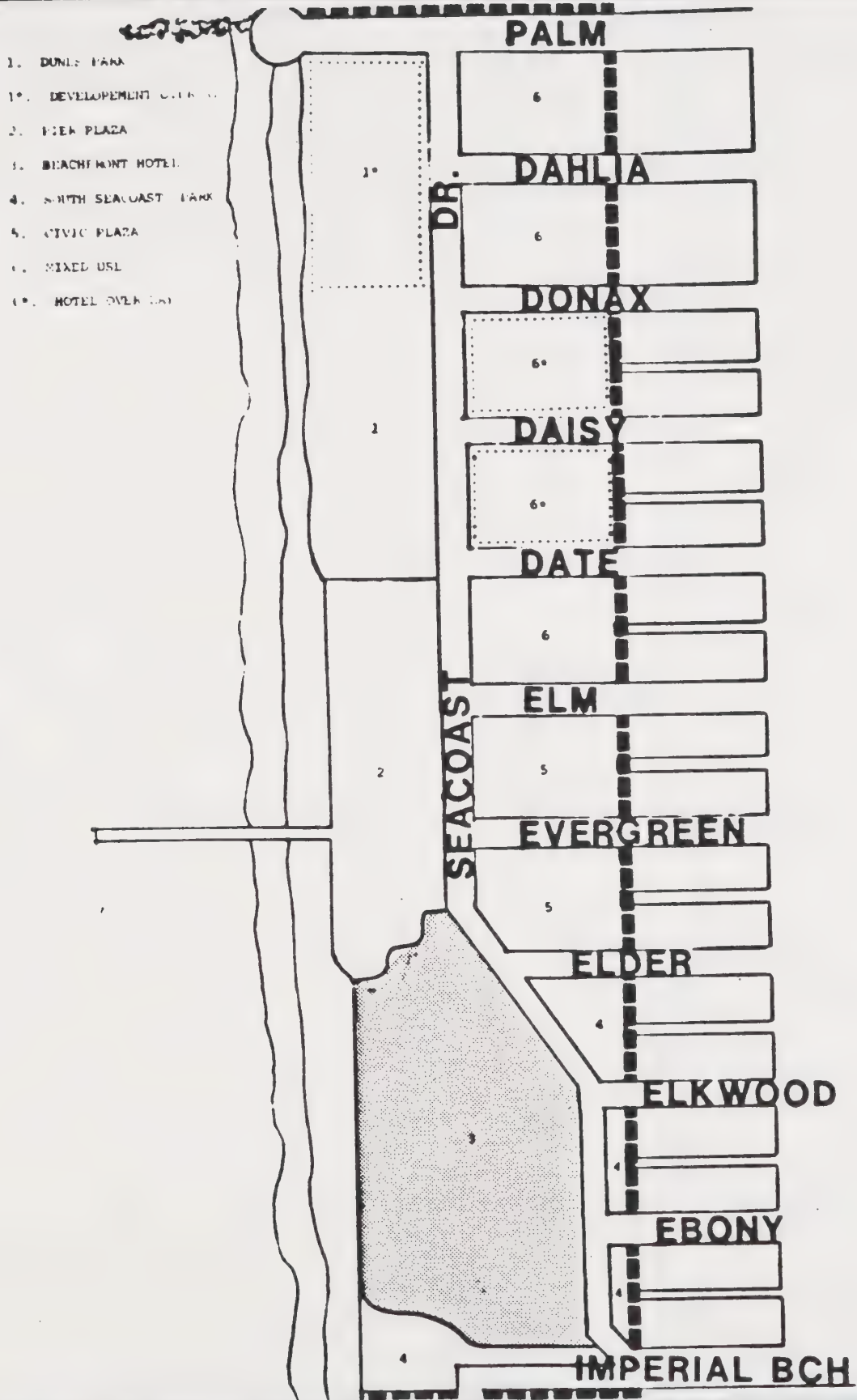


Figure 11.

BEACHFRONT HOTEL DISTRICT

1. DUNE PARK
- 1*. DEVELOPMENT CATCHMENT
2. PIER PLAZA
3. BEACHMONT HOTEL
4. SOUTH SEACOAST PARK
5. CIVIC PLAZA
6. MIXED USE
- 6*. HOTEL OVER 100

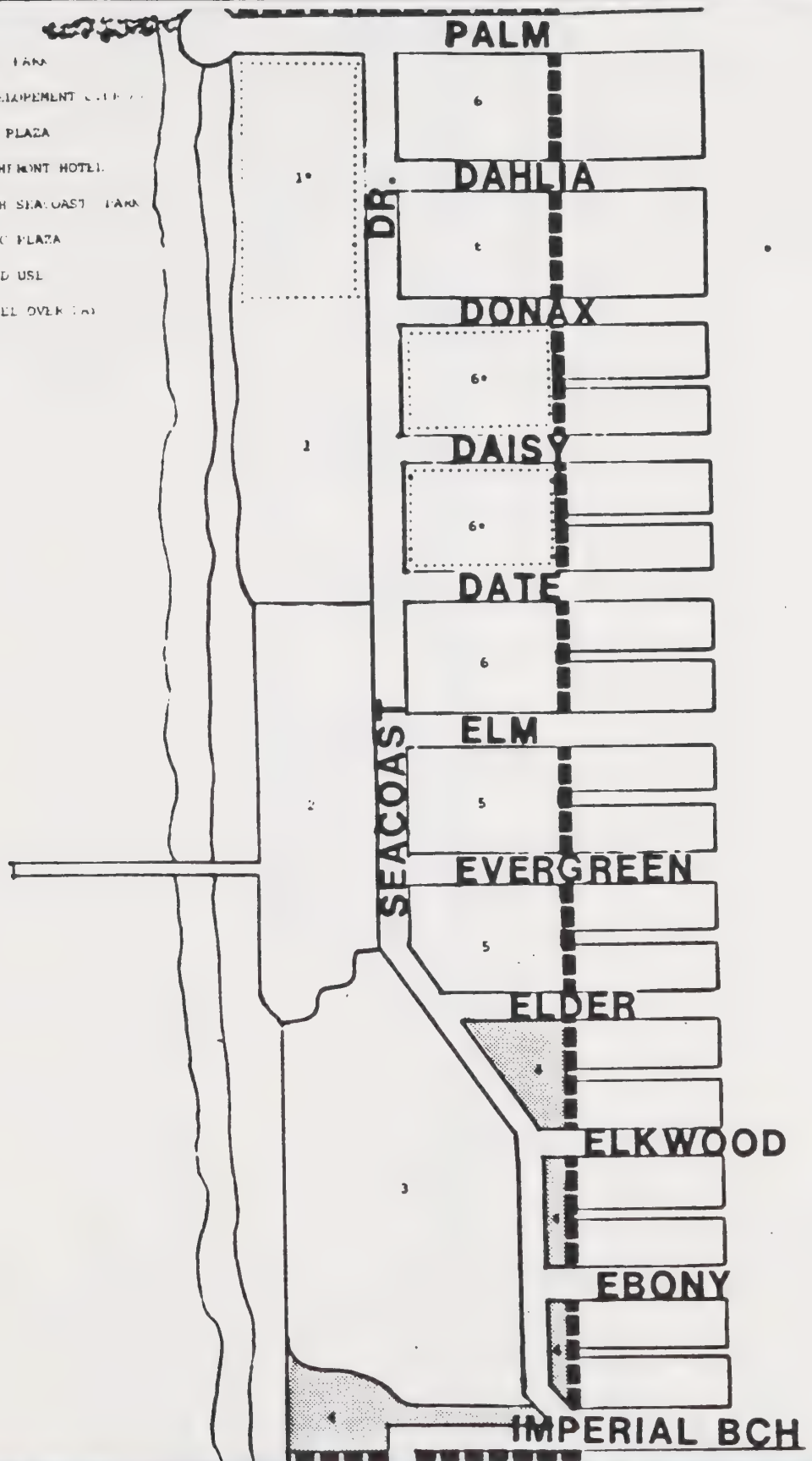


Figure 12.

SOUTH SEACOAST PARK DISTRICT

1. DUNE PARK
- 1*. DEVELOPMENT OVERLAY
2. PIER PLAZA
3. BEACHMONT HOTEL
4. NORTH SEACOAST PARK
5. CIVIC PLAZA
6. MIXED USE
- 6*. HOTEL OVERLAY

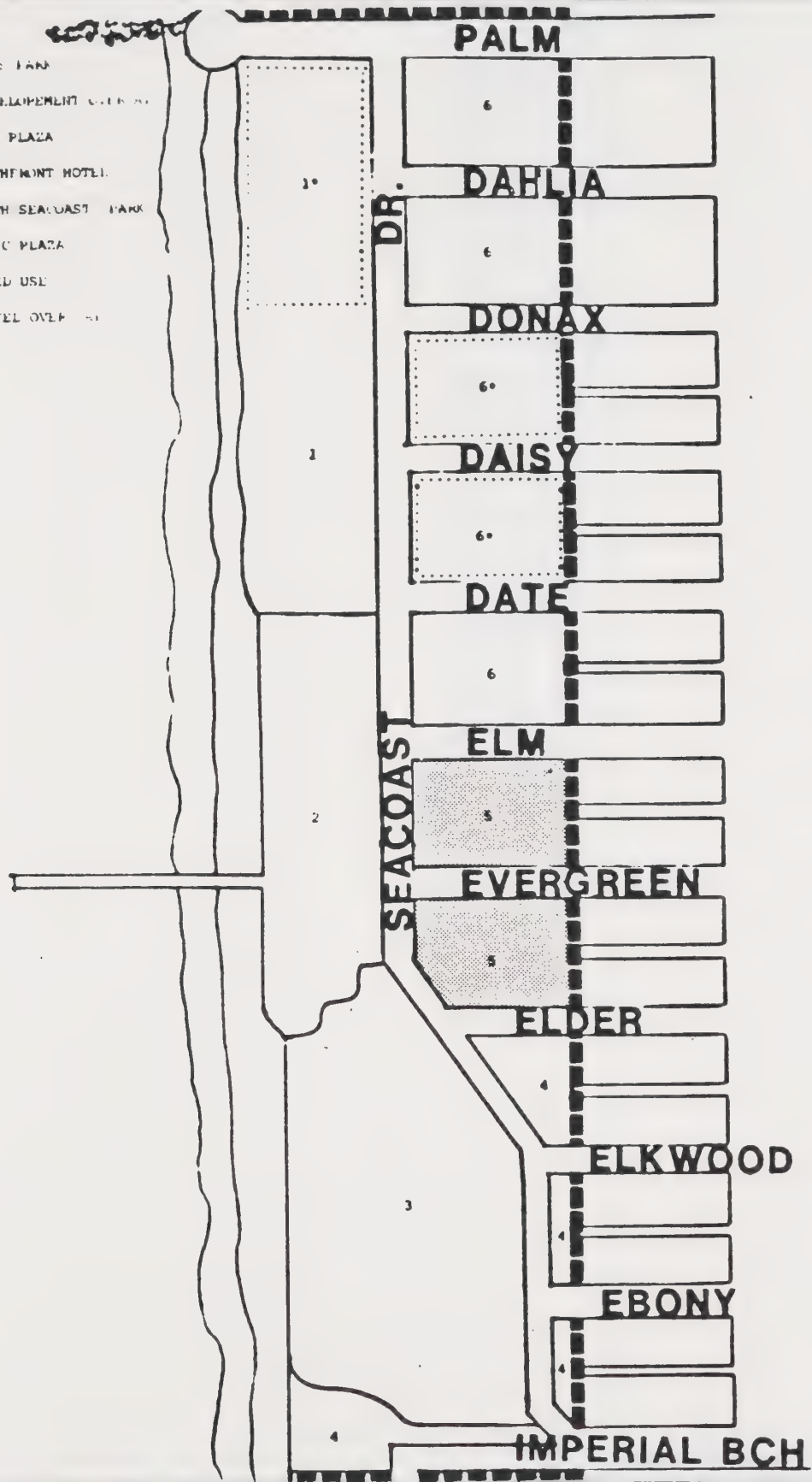


Figure 13.

CIVIC PLAZA DISTRICT



- 1. DUNE TARI
- 10. DEVELOPMENT OVER
- 2. EEN PLAZA
- 3. BEACHMONT HOTEL
- 4. SOUTH SEACOAST TARI
- 5. CIVIC PLAZA
- 6. MIXED USE
- 6. HOTEL OVER LAI

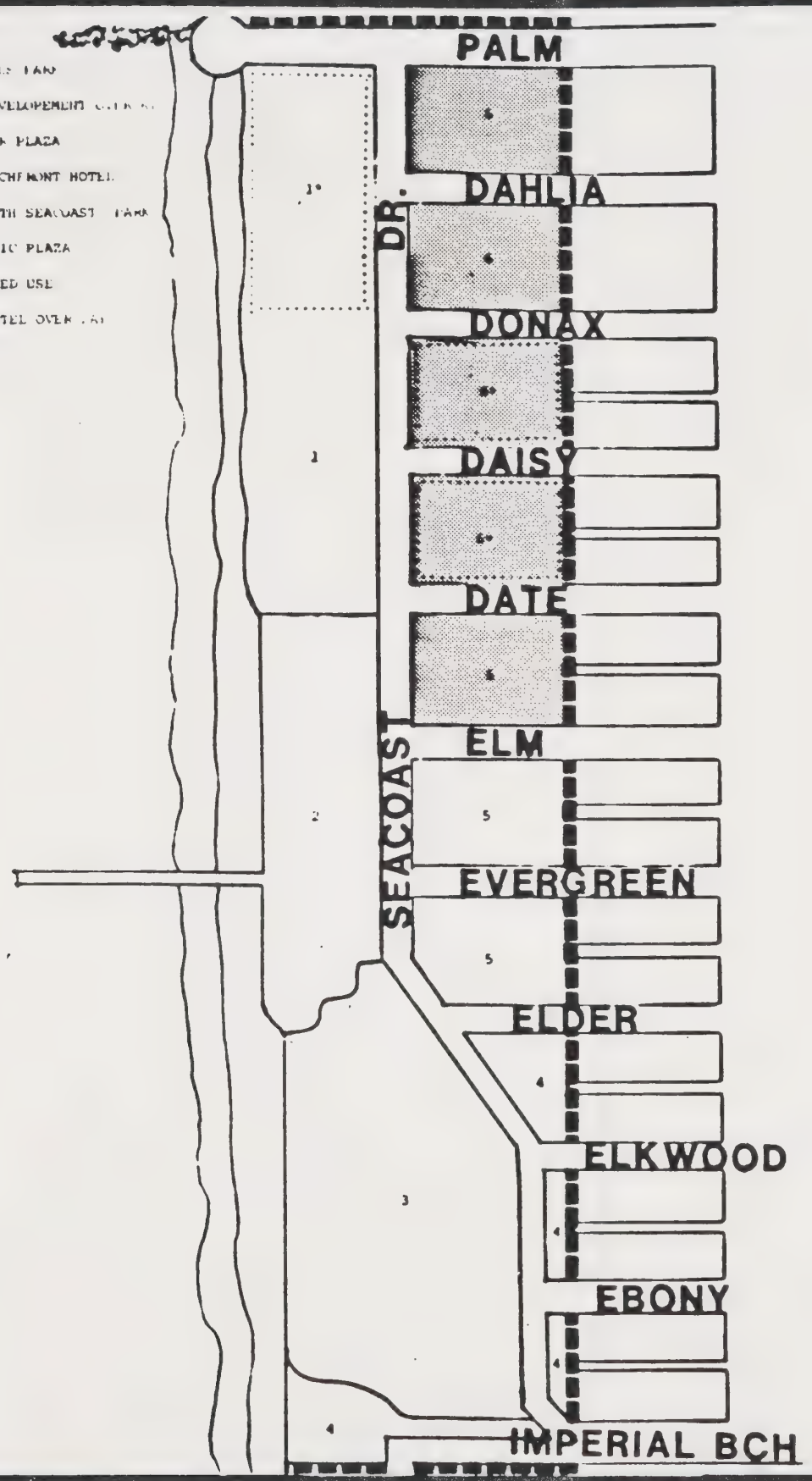


Figure 14.

MIXED USE DISTRICT



1. DUNE PARK
- 1*. DEVELOPMENT CONTINGENT
2. PIER PLAZA
3. BEACHMONT HOTEL
4. SOUTH SEACOAST PARK
5. CIVIC PLAZA
6. MIXED USE
- 6*. HOTEL OVERLAY

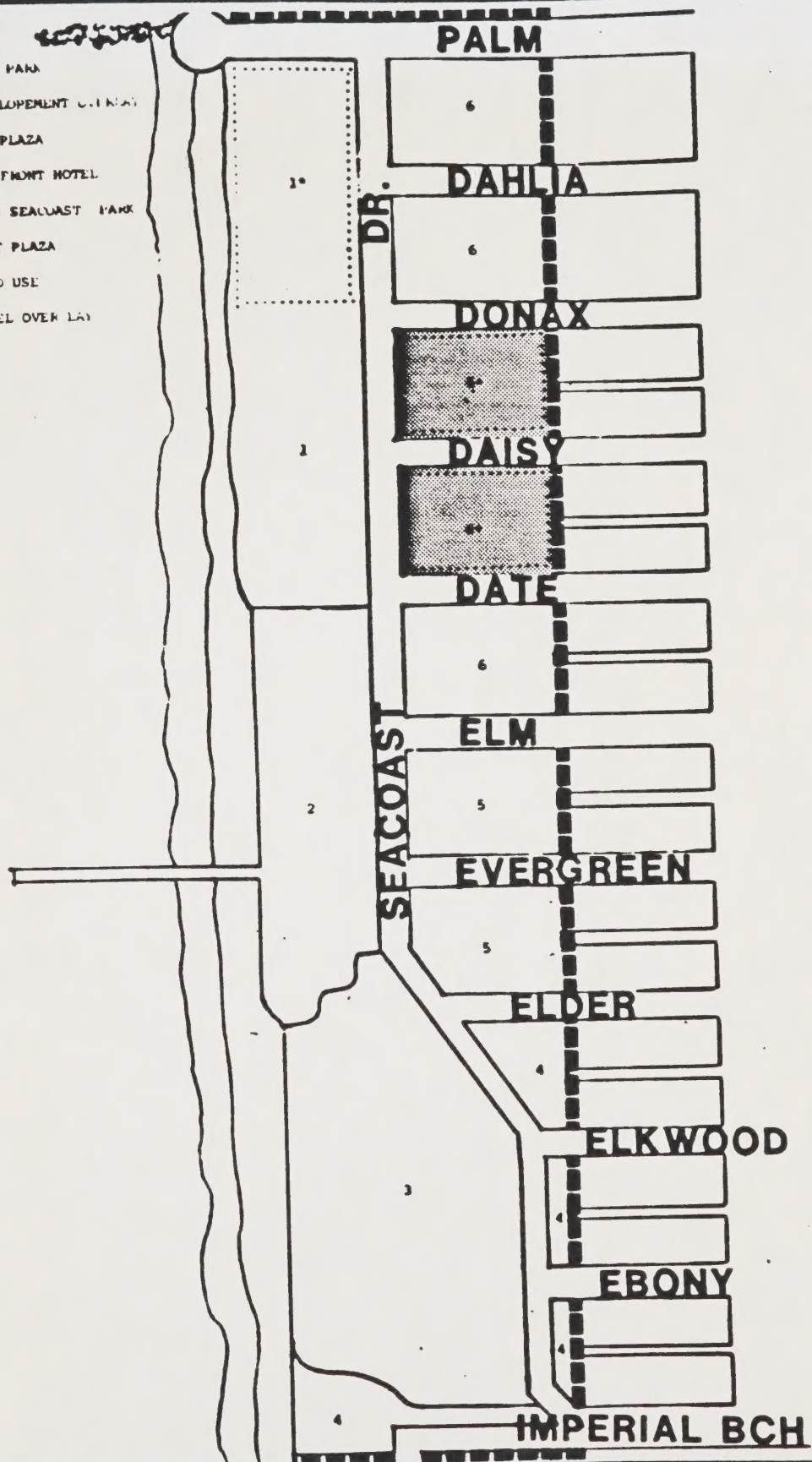
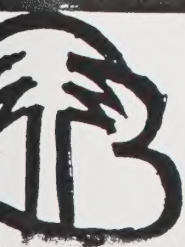


Figure 15.

HOTEL OVERLAY DISTRICT



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